LIBRARY
OF THE
UNIVERSITY
OF ILLINOIS
655.05
NA
v.42

An Epoch-Making Step in Trade Journalism: A Free, New and Proved Cost-Finding System, in This Issue.

NATIONAL PRINTER JOURNALIST

JANUARY, 1924
Vol. 42. No. 1.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

The Home Paper in Winter

From John Greenleaf Whittier's Poem SNOW-BOUND
(Written in 1866)

AT LAST the floundering carrier bore
The village paper to our door.
Lo! broadening outward as we read
To warmer zones th' horizon spread,
In panoramic length unrolled
We saw the marvels that it told.
Welcome to us its week-old news,
Its corner for the rustic Muse,
Its monthly gauge of snow and rain,
Its record mingling in a breath
The wedding bell and dirge of death;
Jest, anecdote, and love-lorn tale;
The latest culprit sent to jail;
Its hue and cry of stolen and lost,
Its vendue sales and goods at cost,
And traffic calling loud for gain.
We felt the stir of hall and street,
The pulse of life that round us beat;
The chill embargo of the snow
Was melted in the genial glow;
Wide swung again our ice-locked door,
And *all the world was ours once more!*

***A Magazine for the Newspaperman
and the Printer.***

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

What the

PONY AUTOPLATE MACHINE

does

First: It Makes the Cast.

Second: It Removes the Tail.

Third: It Shapes the Cast exactly to Printing Curvature while it still is Plastic.

Fourth: It Shaves the Cast to an Accurate and Uniform Thickness.

Fifth: It Performs Every Tooling Operation necessary to finish the Plate.

Sixth: Finally, it Bathes the Finished Plate and delivers it Cold and Dry, Ready for Press.

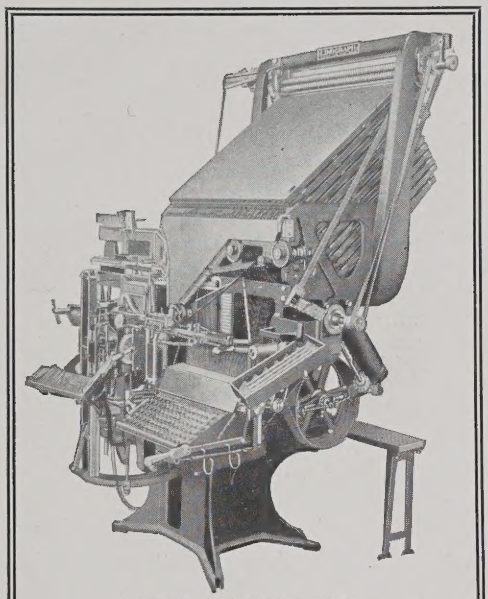
NOTE: Operations Three and Four prevent Paper Breaks and make Perfect Printing possible.

In no other way can a stereotyper do so much work, with so little effort, at so low a cost, in so small a space, and in so short a time.

Wood Newspaper Machinery Corporation
501 Fifth Avenue, New York City

NA
V.42

At the Operator's Immediate Command



MODEL 12 LINOGRAPH

THE Linograph Operator has at his immediate command full fonts of matrices for Straight Composition, for News Heads, and for Advertising Display. Inasmuch as every Linograph is built with a standard ninety button keyboard this makes the same Linograph very efficient as:

A Straight Matter Machine

A Head Letter Machine

An Ad Machine

The Linograph will set straight matter as fast as the operator is able to manipulate the keyboard. Display composition is set from the same magazines and from the same standard keyboard layout just like straight matter.

This makes the Linograph a machine for every printing purpose. A machine that will adapt itself to every printer's business however it may change or grow. It is the machine for the printer whose business may be varied. It is the machine for the printer whose work is of a certain class only.

The Linograph will fulfill your business needs now, and while assisting your business materially in its growth, actually grows with it.

A thorough investigation is warranted. Send for our new descriptive catalogue today.

The Linograph Company

Davenport, Iowa, U. S. A.

Western Agency: 429 Sacramento Street
San Francisco, Calif.

European Agency
Et. Pierre Verbeke
Brussels, Belgium

Australasia, So. Africa, China
Parsons & Whittemore
New York City

South American Agency
Ault & Wiborg
Cincinnati, Ohio

Do You Believe In

You publishers *sell* display advertising. Do you really believe it pays? Certainly you *believe*---but how can anyone *prove* it. What method can possibly *determine actual selling power of an advertisement?*

You say display publicity creates prestige—keeps the name of the advertiser before the public. You point to nationally known concerns that were developed through advertising. You say that advertising *must* pay—it *must be productive*—because all successful concerns use it. But how can you *trace direct returns*—**sales?**

Every user of your display columns has asked you how to trace direct sales—and the question cannot be answered. Few attempts ever have been made to *force* a complete and accurate record of *all* sales resulting from one ad.

Advertising must produce actual sales or it is wasted. Prestige and publicity mean nothing unless they culminate in actual sales. The public will not respond to an appeal to help trace sales—but you publishers are vitally interested—and we believe you will respond.

On the opposite page are descriptions of two products needed in every newspaper office in the country. The description of each is made accurate, clear and brief. Ordinarily you might write us—but more probably you would merely make a mental note of your need—and place the order the next time your Type Founder's representative calls. *Then the sales result of this ad could not be traced.*

Here Is Our Test Proposal

(1) If you place an order with the Type Founders because of this ad—write us at once—stating what you order—from whom—and give the date.

(2) If you prefer—send the order direct to us—designating the Type Founder you wish to bill the goods—and we will ship and notify the dealer to bill you.

How You May Secure a Report on This Test

We will carefully compile all direct sales and furnish the facts to any publisher who is interested in this test.

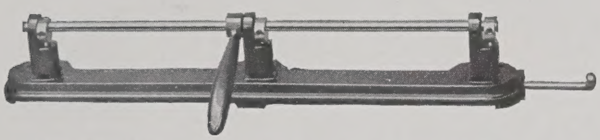
This is no spectacular attempt to force sales. *We urge you not to respond unless you are interested and need the product advertised.* We want no false results. But if you place an order please send it to us or write us about it.

This may remind you to order some other well known ROUSE product such as Composing Sticks, Lead and Rule Cutters, Hand Mitering Machines, Newspaper Bases, etc. In that case please report the order to us.

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

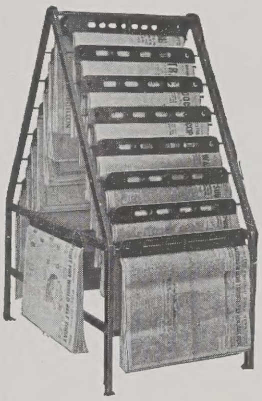
Display Advertising?

ROUSE Newspaper Files are rapidly supplanting all other Files in use. Such papers as the "New York Herald," "Philadelphia Bulletin," the "Hearst" papers and numerous others from the largest metropolitan dailies down to the smallest country weeklies have been purchasing ROUSE Newspaper Files and Racks for the past year. *Thousands of these Files have been sold.* We have many letters from publishers endorsing Rouse Files as the best Files ever manufactured. At least place a trial order for one Punch and one File today. Racks are supplied to hold 6-8 or 18 files. You save money by ordering Complete Outfits.



The Punch for punching the holes in the papers for the Binding Pins. It has a one-piece cast iron body with tool steel punches and cold rolled steel shafts, cams and gauge. Olive green enamel finish.

Rouse File Filled



Rouse Handy Newspaper File Rack No. 3; capacity 18 files; made of steel, olive green.

The Rouse Handy Newspaper File Closed—the Binding Rod fits tightly against the papers whether there be but one or a thickness of two inches. They cannot slip out or up and down and they have to lie smooth and unwrinkled.

ROUSE HANDY NEWSPAPER FILES AND FILE RACKS

Standard Newspaper File 24″. Expands 2 inches	$ 5.00
Library Newspaper File 24″. Expands 1 inch	4.50
Newspaper Magazine File 18″	4.00
Newspaper Punch (3 holes)	6.00
File Hooks, per pair	.50
Newspaper File Rack No. 1, holds 6 files	25.00
Newspaper File Rack No. 2, holds 8 files	27.00
Newspaper File Rack No. 3, holds 18 files	38.00
Newspaper Filing Outfit No. 1, including File Rack No. 1, 6 Standard Newspaper Files and Punch	55.00
Newspaper Filing Outfit No. 2, including File Rack No. 2, 8 Standard Newspaper Files and Punch	65.00
Newspaper Filing Outfit No. 3, including File Rack No. 3, 18 Standard Newspaper Files and Punch	118.00
Newspaper Filing Outfit No. 4, includes File Rack No. 1, 6 Library Newspaper Files and Punch	52.00
Newspaper Filing Outfit No. 5, includes File Rack No. 2, 8 Library Newspaper Files and Punch	61.00
Newspaper Filing Outfit No. 6, includes File Rack No. 3, 18 Library Newspaper Files and Punch	110.00

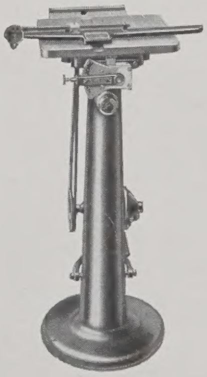
No. 1 Rack	Floor Space 29″ x 26″	Height 51″
No. 2 "	" " 29″ x 25″	" 62″
No. 3 "	" " 29″ x 46″	" 62″

Shipped knocked down.

Prices F. O. B. Chicago

The Rouse Rotary Miterer

Recently in New York City, 10 ROUSE Rotary Miterers were sold in ten days. The "Cleveland News", "Des Moines Register", "Portland Oregonian", "Los Angeles News", "Milwaukee Journal" and many other publishers will tell you that they would not know how to get along without a ROUSE Rotary Miterer in the ad alley. There is no similar machine and therefore it is impossible to adequately describe it. It cuts 2 miters at one operation and will displace from 10 to 15 Hand Mitering Machines. It cuts from the strip, eliminating sawing to size. It miters rule (brass or type metal) or any slug borders. No newspaper, trade composition plant or non-distribution plant has ever been willing to surrender a ROUSE Rotary Miterer after it had been used for one day.



IN CANADA, Rouse Heavy Products sold exclusively by
TORONTO TYPE FOUNDRY COMPANY, Limited

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

HYLOPLATE

and—

Bleached Refined Ground Wood Papers

TO a greater degree than any other material, Bleached Refined Ground Wood Pulp has the two qualities requisite for a fine printing paper—great opacity and extreme fineness.

This is why the Kimberly-Clark Company uses this ideal material in its book paper.

Printed samples showing its smooth printing surface, chemical affinity for ink and opacity will be furnished you on request by your paper merchant.

Kimberly-Clark Company
Established 1872
Neenah, Wisconsin

HYLO ENGLISH FINISH

are carried in stock by the following
PAPER MERCHANTS

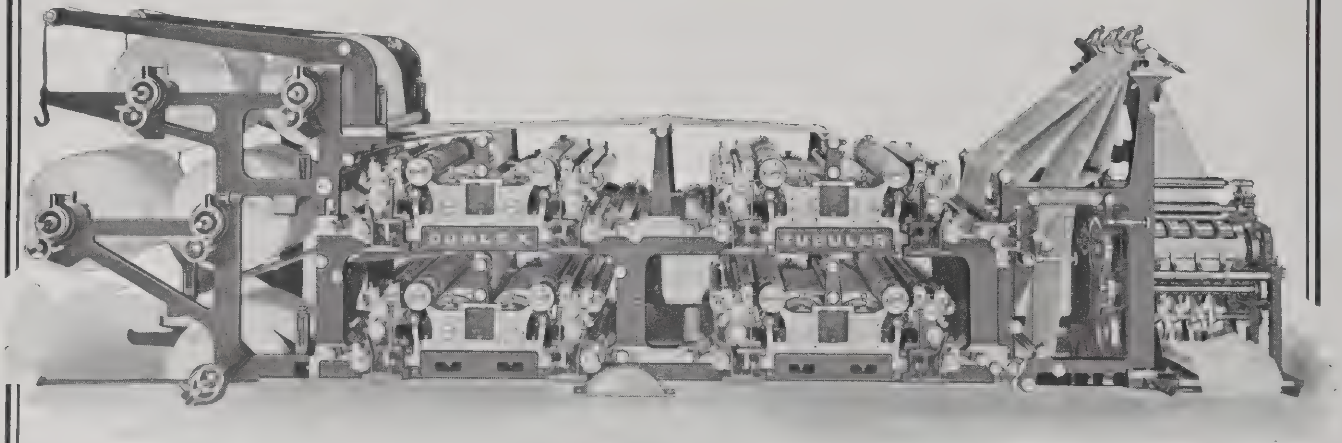
and were formerly listed under the respective trade names appearing below:

ATLANTA, GA.—The Chatfield & Woods Company	*New Process Super—New Process* M. F.
BUTTE, MONT.—Minneapolis Paper Company	*Hyloplate—Hylo* M. F.
CHICAGO, ILL.—Bradner Smith & Company	*Glenrock S. & S. C.—Linwood* M. F.
Chicago Paper Company	*Warwick S. & S. C.—Process* M. F.
Parker, Thomas & Tucker Paper Company	*Century S. & S. C.—Century* M. F.
Swigart Paper Company	*Irving S. & S. C.—Magnolia* M. F.
CINCINNATI, O.—The Chatfield & Woods Company	*New Process Super—New Process* M. F.
CLEVELAND, O.—The Petrequin Paper Company	*Hyloplate—Hylo* M. F.
DALLAS, TEXAS.—Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
DENVER, COLO.—The Carter, Rice & Carpenter Paper Co.	*Harvard—Bellview*
Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
DES MOINES, IA.—Carpenter Paper Company of Iowa	*Hyloplate—Hylo* M. F.
Western Newspaper Union	*Hyloplate—Hylo* M. F.
DETROIT, MICH.—Beecher, Peck & Lewis	*Hyloplate—Hylo* M. F.
EL PASO, TEX.—Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
FARGO, N. D.—Western Newspaper Union	*Hyloplate—Hylo* M. F.
INDIANAPOLIS, IND.—Crescent Paper Company	*Hyland S. & S. C.—Frankton* M. F.
KANSAS CITY, MO.—Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
Kansas City Paper House	*Belfast S. & S. C.—Challenge* M. F.
LINCOLN, NEB.—Lincoln Paper Company	*Superior S. & S. C.—Hawthorne* M. F.
Western Newspaper Union	*Hyloplate—Hylo* M. F.
LITTLE ROCK, ARK.—Western Newspaper Union	*Hyloplate—Hylo* M. F.
LOS ANGELES, CALIF.—Western Pacific Paper Company	*Hyloplate—Hylo* M. F.
LOUISVILLE, KY.—Southeastern Paper Company	*Hyloplate—Hylo* M. F.
MILWAUKEE, WIS.—The E. A. Bouer Company	*Hyloplate—Hylo* M. F.
MINNEAPOLIS, MINN.—Minneapolis Paper Company	*Hyloplate—Hylo* M. F.
NASHVILLE, TENN.—Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
NEW ORLEANS, LA.—Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
E. C. Palmer & Company, Ltd.	
NEW YORK CITY, N. Y.—The Canfield Paper Company	*Silk Finish Opaque Super—Silk Finish* M. F.
OKLAHOMA CITY, OKLA.—Kansas City Paper House	*Belfast S. & S. C.—Challenge* M. F.
Western Newspaper Union	*Hyloplate—Hylo* M. F.
OMAHA, NEB.—Carpenter Paper Company	*Superior S. & S. C.—Hawthorne* M. F.
Field-Hamilton-Smith Paper Company	*Hyloplate—Hylo* M. F.
Western Paper Company	*Hyloplate—Hylo* M. F.
PHILADELPHIA, PA.—The Canfield Paper Company	*Silk Finish Opaque Super—Silk Finish* M. F.
PITTSBURGH, PA.—The Chatfield & Woods Company	*New Process Super—New Process* M. F.
PUEBLO, COLO.—Colorado Paper Company	*Harvard—Bellview*
SALT LAKE CITY, UTAH—Western Newspaper Union	*Hyloplate—Hylo* M. F.
SAN ANTONIO, TEX.—San Antonio Paper Company	*Belfast S. & S. C.—Challenge* M. F.
SAN FRANCISCO, CALIF.—General Paper Company	*Hyloplate—Hylo* M. F.
SIOUX CITY, IA.—Western Newspaper Union	*Hyloplate—Hylo* M. F.
ST. LOUIS, MO.—Graham Paper Company	*Kennebec S. & S. C.—Carthage* M. F.
ST. PAUL, MINN.—E. J. Stilwell Paper Company	*Hyloplate—Hylo* M. F.
TOLEDO, O.—The Commerce Paper Company	*Warwick S. & S. C.—Process* M. F.
WICHITA, KANS.—Western Newspaper Union	*Hyloplate—Hylo* M. F.

These papers carried by above distributors in all standard sizes and weights

***A Few Reasons* why they buy**

The DUPLEX Tubular Plate Press



Tubular Plate Press—prints 2-4-6-8-10-12-14 or 16 pages at 30,000 per hour from one set of plates.

1—Prints all page combinations—Impossible on semi-cylindrical plate presses.

2—All products produced at full speed—Impossible on semi-cylindrical plate presses.

3—Only one set of stereotype plates are cast, two sets are required for semi-cylindrical plate presses.

4—Built on the unit system—extra printing units may be added at any time.

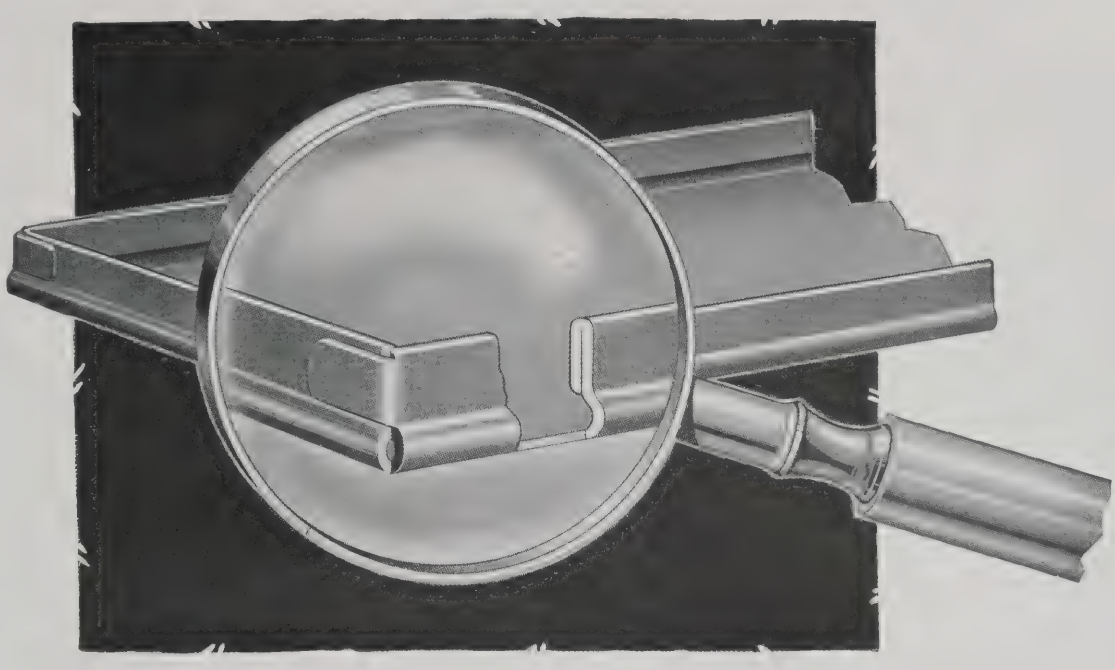
5—May at slight expense be adapted to color supplement work, thus saving the heavy expense of a special color press.

Visit the works at any time and see a dozen or more of these presses in various stages of assembly and under test on the erection floor.

Duplex Printing Press Co.

Works and Main Offices
Battle Creek, Michigan
NEW YORK — CHICAGO — SAN FRANCISCO — All Foreign Countries

When You Think of *Galleys* Just say HAMILTON!



(Pat. Nov. 28, 1922)

The discriminating printer standardizes on the Hamilton Galley because it serves *every* purpose.

Illustration shows full-size corner detail; note the double walls with rounded edges — features that insure unusual accuracy, strength, and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborate dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up — a real *all-purpose Galley*.

Although the new Hamilton Galley is one of the most notable contributions to the printing industry in recent years, it *costs no more than the ordinary storage galley*. Specify Hamilton Galleys and refuse to be satisfied with any other. Your dealer will supply you. Small sample *free* on request.

Manufactured by

The Hamilton Manufacturing Company
TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

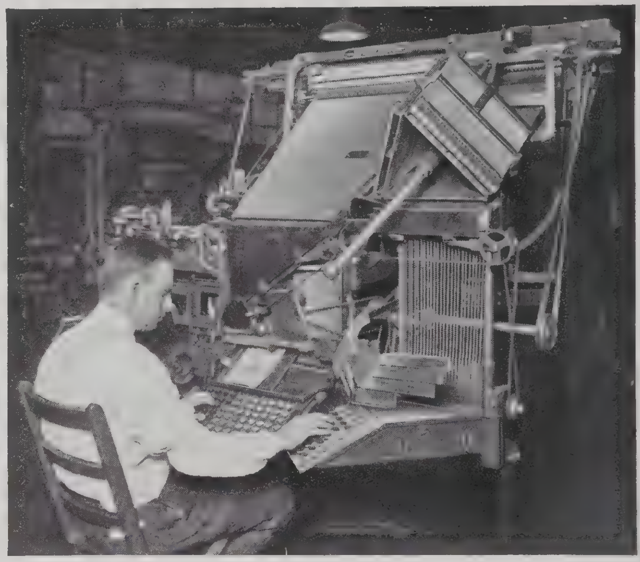
Hamilton Goods Are for Sale by all Prominent Type Founders and Dealers Everywhere

Yes, the Intertype

Power Keyboard Side Units

Are STANDARDIZED

Single-magazine Power Keyboard Side Unit



Three-magazine Power Keyboard Side Unit

YOU can apply either unit to any Standardized Intertype, in your own composing room. The single-magazine unit, with Power Keyboard, can at any time be converted into a three-magazine unit.

Exclusive Features: No operations necessary except touching keys. Same "touch" and instant response as main keyboard. All keys on entire machine available at all times. No complicated mechanical actions.

Write for Detailed Information

INTERTYPE CORPORATION

General Offices and Eastern Sales Department, 50 Court Street, Brooklyn, N. Y.

Middle Western Branch, Rand-McNally Building, Chicago
Southern Branch, 77 McCall Street, Memphis
New England Sales Office, 49 Federal Street, Boston
Pacific Coast Branch, 560 Howard Street, San Francisco
Los Angeles Sales Office, 1240 South Main Street
Canadian Agents: Toronto Type Foundry Company, Ltd.
British Branch: Intertype Limited, 15 Britannia Street, King's Cross, London, W. C. 1

NATIONAL PRINTER JOURNALIST

Vol. 42 MILWAUKEE, WISCONSIN, JANUARY, 1924 No. 1

Do You Watch the Little Things So Much That You Neglect the Big Ones?

A Few Color Spots and Decorations for the New Leaf Just Turned Over for the Year 1924

By HARRY L. GAGE*

I SPENT a few hours in a city not far distant and browsed around a bit with the secretary and president of the local Typothetae. We visited a plant. The owner said he had done a pretty good business the previous month, having taken in $3,800. He took me around the town in a new sedan, took me to a golf club, and to dinner. I happened to meet a paper man, and he said, "Yes, that chap is certainly making good. He started in business four or five years ago, having been a good compositor, and has made good right from the start. We are proud of him. And he discounts his bills."

Believe me, if that fellow in estimating arrives at $1.12 1-2, *he doesn't make it an even dollar for easy figuring!*

* * *

In contrast to this man in that town off yonder, who is only four years out of the ranks of the trade, I remember very vividly a story of a little shop. The proprietor was feeding a little press, running doctor's prescription blanks (you know, there's a big demand for them now). A little further on was a Miller feeder. The proprietor's wife kept the feeder going, kept the stock supplied and the printed copies removed with one hand, while with the other hand she was wheeling a baby carriage back and forth; and in the back room she had some ham and eggs on the stove for lunch. That man was asking 65 cents per thousand for the doctor's prescription blanks—*not,* per impression!

HARRY L. GAGE

THAT MAN who, however small, will not avail himself of the information about his business that is at his disposal today—through his national organization, his state organization, his district organization, with all their activities, through his trade papers, through the publications of the contributing companies—doesn't DESERVE to get ahead in business.

Now, there was a man who had undoubtedly learned his trade, and he could safely work at the case and expect to take home $45 to $50 per week. Then he would be through at 5 or 5:30, and he wouldn't have to worry about the business end. When he was at the case, he didn't have to bother about over-time—he got paid for it. But he got the urge that we have all felt. He was given credit here and there, and got a start; and then the expenses began to pile up, and there he was! Content to feed that little old job press, getting 65 cents per 1,000 *copies*—not even 1,000 impressions. He set the job bought the stock, and put it to press for 65 cents per 1,000 copies. This isn't an extraordinary case. There are similar cases all over the country.

* * *

THIS fight for the proper understanding of the costs of printing has always interested our family. I can remember when my Dad returned to Battle Creek from St. Louis, having attended the first cost conference that had ever been held by printers. He was tremendously enthusiastic. Out in Michigan, Dad was doing some missionary work up in the thumb of the state. He found a little country paper, six pages with a patent inside, or something like that. It had about 1,100 circulation. There were four or five printers together, having a little friendly talk. One of them detained my Dad after this informal meeting, and said:

"I'd like to ask you a question. I have been puzzled about a piece of work and would like your opinion about the matter."

Dad doesn't publish a newspaper but runs a general commercial plant. The man showed him a back page

"Too Busy to Read" Is a Poor Excuse : : : : : : Isn't It?

ad from a clothing merchant in a neighboring city, full of little boxes, a tremendous number of small items, crowded full. He asked Dad what he figured that page ought to be worth, stating the circulation was about 1,100 copies. Dad said he wouldn't figure it from a newspaper standpoint, but take it from a job printer's standpoint, and call them 1,100 circulars, folded and mailed out. He figured on $11 postage. They figured the cost of composition, paper, presswork, folding, addressing, and mailing. It added up to a sizable total, perhaps $60, and the fellow's face got longer and longer and longer as they talked.

Dad said, "What did you get for it?" He said, "Well, I figured that thing perhaps a little close. The form is standing over there on the stone. By coming down four evenings last week, we got the page up all right, and tonight and tomorrow I'll get it distributed. I charged them $9.50 for that page!"

WHAT, besides being a good business man, is going to keep the small printer in business? I'll go back again to my friend up-state. He's more than a good business man. He has good printer's judgment. He is doing good work. He reads his trade papers regularly, fully.

NATIONAL
PRINTER-JOURNALIST
Established 1883 as The Printer and Publisher. Published Monthly by the TRADE PRESS PUBLISHING CO.
129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Editor and Publisher

JOHN MEYER, Managing Editor
C. H. DuCLOE, News Editor
GEORGE A. JUST, Technical Counsel
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, Artist

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 48 East 41st St. DETROIT—D. L. Prouty, 406 McKerchy Bldg. ST. LOUIS—M. M. Shurman, 713 Star Bldg. LOS ANGELES—C. M. Minier, 1116 Chapman Bldg. SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg. SEATTLE—C. M. Minier, 405 Walker Building.

SUBSCRIPTION RATES: In the United States, Cuba, Mexico and Canada, $2.00 per year; Foreign subscriptions, $3.00 per year. Single copies, 25 cents. Advertising rates on application.

He does not confine himself to the business of printing. He knows something about the rest of the business that is going on around him, and is a member of the Rotary Club. He welcomes the supply man, not as his immediate enemy who is trying to get his hide and nail it to the fence, but as his best friend, his immediate source of information. This man is a student. He reads books, I was surprised to find him asking me questions about men who we recognize as foremost in the industry today. He wanted to know how they got their start, what they did to get ahead, and how they studied typography. He thanked me for having instigated the sending of a copy of the Manual of Linotype Typography to him. He got out a book he had received from the American Type Founders Company seven years ago, and the cover was almost worn off. It was a book of styles. He had the booklets from paper houses telling him how he could build more business. Things from big companies, planned to do business on a big scale, he had applied to a "small" business in an intelligent manner.

Perhaps the days of suspicion of your brother printer aren't over. Perhaps you're still the easy victim of buyers. Perhaps you have so many problems as a business man that you don't feel that you can keep pace with all the other phases of business. *I am talking now to those men that run small plants, and this is straight from the shoulder, and to all who are concerned.*

THE hardest thing I believe I have had to learn as an individual in business is to look beyond the immediate number of little pestiferous details there are on my desk. *That is characteristic of the printing business everywhere. There are always so many little things to be done that you can't look at the big thing you are neglecting.* That is why so many men do not make progress in the printing business.

There has never been a time in the history of the printing business when there was as much opportunity as there is today for any man—employer or employee—to benefit by the experience of other members of the industry everywhere.

I have mentioned some of the work that has been done by the great companies that supply us with the machinery, the paper and materials with which we work. That, gentlemen, is not selfish work. It's all done with the realization that it is good business. There are surprising numbers of men in business today, *both in the printing business and in the business contributing to it,* who honestly and sincerely, and from the heart out, want to build up the printing industry.

When such a condition prevails, that man who doesn't profit by it, and who, however small, will not avail himself of the information about his business that is at his disposal today, through his national organization with all its activities, through his local organization with its activities, through his trade papers, through the publications of the companies, doesn't *deserve* to win.

*Mr. Gage is assistant director of Typography of the Linotype Company, and the son of Fred W. Gage, Battle Creek, Mich., treasurer of the U. T. A. The foregoing is based on an address the younger Gage made to the Brooklyn group of the New York Employing Printers' Association.

Are Your Rates All Right?

WATCH for a national symposium of the experiences of Publishers and Printers, on the question:

ALLOWANCES IN AD RATES FOR PLATES OR MATS FURNISHED BY AGENCY OR ADVERTISER?

This will appear in an early number of "NPJ." Other big, timely and PRACTICAL features are on the slate, too. Don't miss a single number in 1924; don't miss reading any of these valuable features. Begin with this issue. Why not?

Idleness and Pride Tax with Heavier Hands than Kings and Parliaments. If We Can Get Rid of the Former, We Can Easily Bear the Latter.

BEN FRANKLIN, Born Jan. 17, 1706.

Fountain of Youth Squirts Ink! Ask 'Giff'

Ponce de Leon Was on the Wrong Track Back in Fifteenth Century; Here's the True Stuff; Tried and Used on Country Weekly

By Harry Champ
Of the "NPJ" Staff

R. W. Gifford, editor of the Westerville (O.) *Public Opinion,* knows what he is talking about when he tells how to rejuvenate a country weekly. For, he and A. Dwight Curfman, manager, took over a limping, sixty-year-old newspaper, and within one year increased the advertising 100%—with a raise of 10 cents an inch on the original rate—completely abandoned the former ultra-conservative typography and makeup for modern methods of news display, started an editorial page where none existed before, started "reporting" news, a thing unknown in those parts, and increased the circulation 50%—after having thrown out half of his original "subscribers" who had been receiving the paper for nothing, in fact though not in name.

"Simply because a newspaper is old," says Mr. Gifford, "is no indication that it should drift along haphazardly, ignoring the progress of journalism."

* * *

When Mr. Gifford and Mr. Curfman gained control over the paper, an analysis of the books showed the reason why the paper had never made money. It was the *advertising rate,* nothing more nor less!

Very reasonably, it was concluded, the advertising rate is determined by the newspaper's value to the advertiser. It was up to the new owners to make the paper a better advertising medium if they wanted to increase the advertising rate and solve the problem.

"Probably the most radical change we made was in make-up," said Mr. Gifford. Early in our first week of control proofs were taken of the various fonts of type in the shop. From them some head type was chosen. The reaction we got on our first issue convinced us that *make-up is worth the time it takes.* Consequently we have endeavored to improve that phase of the publication from week to week.

Going After news was an unknown enterprise in Westerville before the new managers took charge. When Mr. Gifford entered a council meeting for the purpose of reporting the discussions, he was regarded with suspicion, and when he told his business he was informed that he was the first press representative attending the meetings in five years.

* * *

"Subscribers have often expressed," said the editor, "their appreciation of the council reports. I regard school board meetings as equally important. Both play dominant roles in the life of a community. My policy—*despite the objections of my wife*—is to cover every possible meeting of civic or community importance, *personally.* Many a good story has been lost by depending upon the clerks or members of the board or council for information.

"Don't forget the ladies!" continued Mr. Gifford. "They must have their personals, socials and paragraphs of gossip. To care for that, we have a girl who spends a couple of days each week to *call every party that has a 'phone.* It nets us two to four columns of such news each week and the cost is negligible compared with the worth of it."

Circulation was not neglected. The new owners immediately put in a plan whereby every home on every route out of Westerville was placed on the mailing list, notifying the recipients of the papers that they were to receive the *Public Opinion* for a few weeks free of charge. On the same day the final free issues were mailed, a double post card was sent, explaining that it would be very desirable to have them continue as regular subscribers; the attached card could be mailed back as an order for a year's subscription. As late as six months after the campaign closed, the cards still came in. This stunt is repeated every year.

R. W. Gifford
Westerville (O.) Public Opinion

Advertising, too, was obviously due for a few changes. Mr. Curfman's biggest job was to break the *habit* of most of the merchants of taking an advertising space 2 columns by 4 or 5 inches deep. This habit had been encouraged by the "sandwich" make-up common in many country weeklies. The news was put in the two central columns and the ads in the two outside columns.

"In the very first issue, we made-up differently," declared Mr. Curfman. "The 2 column, 5 inch ads found themselves submerged beneath a volume of advertising which was made up in pyramid style. Immediately it dawned upon the merchants who were using such space that if their ads were to be better seen they must be larger; hold their own against larger ads. Soon it was as easy to get a quarter page ad as it had been to get a 10-inch ad in bygone days.

"We have installed an advertising service *without cost to our advertisers,* and we solicit and help get up ads for most of the merchants.

"Advertising *contracts* were an unknown quantity in Westerville when we took control. All advertisers had access to one rate whether regular or irregular, big or little. So, contract advertising calling for a minimum space to be used each week was another innovation. Most of the merchants have signed up, and *from week to week we are assured of at least our contracted space.* Steady advertising benefits not us alone, but the merchant who previously advertised spasmodically."

Rural subscribers are considered as much as the townspeople in *Public Opinion.* Country correspondence is encouraged and from fifteen to twenty-five news letters are printed each week. There are thirty-five correspondents on the staff and the list is growing.

Free Study Course in Cost Finding for Printers and Publishers

Another Big "NPJ" Scoop With the Co-Operation of

University of Wisconsin Extension Division, *Dr. Louis E. Reber,* Dean;
With *Free Question and Answer Service* to "NPJ" Readers

W. H. Bridgman, Publisher of the Stanley (Wis.) *Republican* and Chippewa Falls (Wis.) *Daily Gazette;* Three Years President of the Oldest Press Organization in the World; Eight Years Volunteer Teacher of Cost Problems for and to the Newspaper-Job Office Printer

By John Meyer
Managing Editor "NPJ"

In the face of the most crying need ever existing in the newspaper printing field— 94% of all newspapers in America have job departments—for more sound and more sensible business methods on which to build a true business production and sales structure, and to eliminate guess-work, worry and grief, National Printer-Journalist is now enabled to offer its readers through the whole year of 1924 a unique service which is ample to meet this situation, and meet it thoroughly and conveniently. The heading hereover tells the essentials of the story of this enterprise. The service begins in this issue. *It is yours for the taking.*

This service now included with all the useful and novel services of "NPJ" at only $2 a year—16 2-3 cents an issue, includes *a Free Question and Answers* feature by which individual and distinctive problems may be solved, the while that "NPJ" is carrying these lessons to you each month, with "Recitation Questions" and a University staff to examine and report on them.

The new "NPJ" service comprehends the famous Wisconsin Simplified Cost Finding System for Printers and Publishers. In its formulation the experiences of the Standard or Typothetae System devised by the National Cost Finding Commission have been checked. The service has been approved by all the printers and publishers' organizations in Wisconsin, and by many individuals located in other states. This, the *Bridgman-University of Wisconsin System* is primarily based on the *actual experiences* of one of the most notable of all the thousands of non-metropolitan publishers and commercial printers. The methods have been tested, tried and revised through the most practical way of all—by actual experience.

Dr. Louis E. Reber
Dean of University of Wisconsin Extension Division

◆

Mr. Bridgman has not only formulated this system, with the co-operation of noted accounting experts on the staff of the University of Wisconsin extension division; but, he has already given eight years of a labor of love in installing the methods in newspaper-job offices, large and small, and steering the beginners into calmer waters of well-built business.

Less than a dozen forms are required to install the plan and use it. These will be detailed in the various installments of the "NPJ" series, as they come up in due order. Forms may be purchased at actual net cost through the University of Wisconsin Extension division, Madison, Wis., if it is desired to buy them.

If You will use this series of free lessons, you will have an infallible guide to good management and honest, equitable profit. You will be able to eliminate guess work from pricing of jobs and in the manufacturing of your newspaper—this plan handles each issue of a paper as a simple job of printing. You will have the actual loss or profit of every issue, immediately upon publication; or any job, immediately on completion.

The course is built primarily for the problems of country publisher; yet, as to the need of the larger plant, it can well be said that it is always just an enlarged replica of the small office.

W. H. Bridgman is the best-known among the biggest-hearted newspaper publishers in Wisconsin. His values, and his readiness to share his experience with his fellow-publishers has trickled and traveled far beyond the boundaries of the Badger State. He founded the Stanley *Republican* "on nothing" twenty-eight years ago. On his twenty-fifth anniversary, May 26, 1921, his town declared a public holiday and spread him a great banquet. Newspaper and other distinguished men from many sections of America were present. Last winter during the annual meeting of the Wisconsin Press Association, the University of Wisconsin accorded Mr. Bridgman honorary recognition to an extent which is very infrequent even among the public-spirited publishers of the country press of this continent: President Birge, on the recommendation of the famous Wisconsin College of Agriculture, in recognition of Mr. Bridgman's services as a community builder, conferred on him unusual tokens of honor. Wilbur Henry Bridgman was addressed as follows:

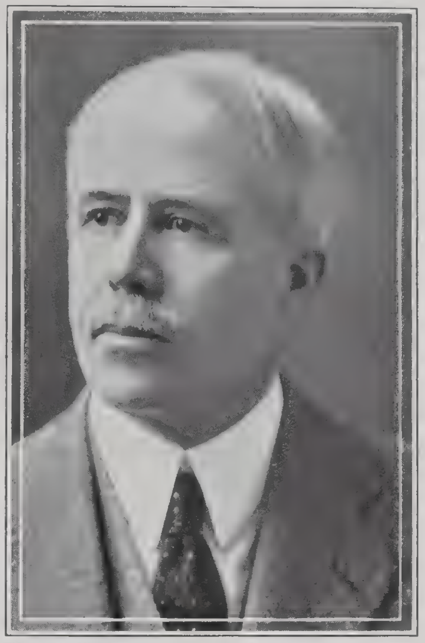
> WILBUR HENRY BRIDGMAN, from his boyhood on the farm, has been constantly devoted to higher ideals in agriculture. First as a teacher and later as an editor of a country weekly, his services have been a noteworthy factor in the development of farming in his community and the state as well.

Over twenty-five years ago he estab-

Square Deal for Printer and His Customer, His Employes and, Also, for His Equipment

> lished the **Stanley Republican,** which was **the first country weekly newspaper in Wisconsin to create and maintain a farm department.** Largely through his efforts in disseminating the results of experimental investigations and improved agricultural practices, he has seen the Stanley country develop from an almost untrodden wilderness into one of the richest agricultural sections in the state.
>
> In recognition of his influence in the promotion of higher ideals in rural life, happier farm homes, and better agricultural methods, the faculty of the College of Agriculture has selected him as worthy of the honor which we bestow on this occasion. I present him to you, Mr. President, to receive the testimonial of honorary recognition voted by the Regents of the University of Wisconsin.

The country publisher's name was enrolled with those of Henry Wallace of Iowa, William Dempster Hoard of Wisconsin, Herbert Winslow Collingwood of New York, Oliver Hudson Kelley, founder of the Grange; Charles Horatio Everett, John Quincy Emery, and others equally noted.



W. H. BRIDGMAN

MR. BRIDGMAN has been active in Wisconsin Press association affairs for thirty years. I say unreservedly that *he is the foremost and leading country publisher in the mid-west in recognizing the need for better business methods in the country print shop,* and he was one of the first to apply the Standard Cost Finding System principles to the small shop. For years he has carried on a propaganda for better business methods to printers and publishers, sometimes alone and sometimes at the borders of discouragement, but never succumbing to this most woeful deceit of humanity. Five years ago he was called in by the Wisconsin University Extension Division to assist in extending the service to printers and publishers which this institution maintains, and he has devoted much time to teaching and installing the system—always trying to unfold higher business ideals among his colleagues.

This has been a labor of love. It came from a consuming desire to secure for the country publisher and printer the higher measure of appreciation and return which he should have. "Why," asked Mr. Bridgman, "should the editor, of all others, be denied the blessings with which he helps to endow his neighbor?"

DR. LOUIS E. REBER, dean of the Extension Division of the University of Wisconsin, is a worthy team-mate for Mr. Bridgman, of remarkable breadth of vision and fine qualities. He is better known among educators than among publishers. He is one of the most practical university extension workers in the whole field of university education.

The Free Study Course—THE BRIDGMAN-UNIVERSITY OF WISCONSIN-NATIONAL PRINTER-JOURNALIST COURSE—begins with the *Reasons for a Cost System,* and includes for February *The Elements of Costs,* and for March, *Materials.* Other parts will be *Labor or Time, Distributing the Labor Charge, The Individual Job Record, Collecting the Time and Distributing the Pay Roll, Expense, Fixed Charges, Current Charges, Auxiliary Accounting Forms,* and many other divisions and details.

A coupon will be published each month, which when accompanying answers for the lessons, and also questions about your individual problems, will insure a prompt and satisfactory reply. It should be understood that this free service will be *without charge until further notice,* and restricted only by reasonable limitations as to the extent of the work or cost which will be required. The University of Wisconsin Extension Division is the donor of this service, and while it has not set up any restrictions, I expect publishers who wish to ask questions for reply to be "reasonable."

HARRY A. APPLE, our publisher, when the subject of running these lessons and the service was put up to him some months ago, said very promptly: "We would like to have newspaper-job office men, especially the country publishers, feel most intensely that a newspaper plant is a *business.* We want to help them to better serve their communities and themselves. If this course will do this—and I am sure it will—go ahead. Do it well."

Those Who Have Applied These Lessons Would Not Be Without Them Now

HERE is what a job printer in a large city has to say about the Bridgman-Wisconsin University-"NPJ" Cost System:

First—It showed us exactly what our overhead expense was—(not what we guessed it was).

Second—It gave us actual records of productive time, which enabled us to give our customers a far better price on the finished product than we were able to make before the cost system was installed.

Third—It has inspired our customers with confidence, with the result that 90% of our business is secured without a price.

Fourth—It has improved the efficiency of our plant because every employer must know his costs if he desires to stay in business and at the same time pay the highest wage for work performed.

Fifth—It has been a money saver in stopping leaks which were never noticed until the cost system was put to work.

Sixth—It has aided us in our success and we would cheerfully pay double the price of its installment in order to secure its benefits.

I am setting down the above reasons for the purpose of showing other printers if they will sow the cost system in their plants, they will be surprised at what they can reap in benefits for themselves and their customers.

We want to acknowledge our gratitude to the University Extension Division and to Mr. Bridgman for the work you have done for us.

Frank R. Wilke Co.
Milwaukee, Wis.

OTHER actual users of this System who have unreservedly commended it, include: E. S. Gordon, publisher, Barron (Wis.) *Barron County Shield;* F. A. R. Van Meter, publisher, New Richmond (Wis.) *Republican-News & Voice,* and president of the Van Meter Printing Co.; E. W. Schmitz, secretary-treasurer of the Berndt Printing Co., Fond du Lac, Wis.

(TURN THE PAGE FOR LESSON 1)

Free Study Course in Cost Finding : : :

Continued From Pages 12 and 13

Here Is Lesson I

What, Why and When of a Cost Finding System; How It Differs From Bookkeeping; What It Will Do for You When You Adopt It

By W. H. Bridgman

In Co-Operation With Wisconsin University Extension Division

Mr. Bridgman's Message to His Fellow Printers and Publishers

In the preparation of this course in cost finding for printers, I have endeavored to keep constantly before me a mental picture of the country printing and publishing plant and to visualize the greatest need of its owner and manager.

Thirty years of experience in a country printing and publishing plant and a rather wide acquaintance with men of the craft gives me a fairly good impression, in the abstract, of the man and the institution which I desire to serve. The arrangement of topics and the directness and simplicity of their presentation will impress readers with large experience in large printing plants as being elemental. But these people have been served otherwise.

Through brevity and simplicity I have sought to engage the attention of a man whose needs have been long neglected but which have been nevertheless acute. If I shall succeed in my purpose I shall be content in the consciousness that I have performed a real service to my fellow craftsmen.

—W. H. Bridgman

A Cost Finding system for printers consists of the application of a set of principles through forms provided for that purpose, to show the *cost of the operation* of the printing plant for any given period and also to show the *cost of the product* of the plant. For purposes of cost finding the printing plant is divided into certain departments according to certain accepted rules, and the cost of operation in each department is revealed.

Such a system is *an infallible guide to the correct pricing of the product* of the printing plant. Experience under a cost finding system also provides information which is a valuable guide to the management in estimating the cost of future work and pricing the same in keeping with the demands of many buyers of printing.

The Production of a job of printing usually requires several distinct operations, some of them at least of a more or less technical nature, and in each of which the costs frequently fluctuate, and among which there is a wide diversity of cost. A cost system for printers, therefore, undertakes to solve problems which are presented in but very few of the many kinds of manufacturing industries. *It is notorious that too many printers have had a very inadequate idea of the cost of their product.* The result has been a disagreement among printers as to the cost of the printed product and a resultant diversity in prices, which has been demoralizing to the business. *This condition has created dissatisfaction among buyers of printing* who represent almost every business and profession. The impression has long prevailed in the business world that the prices of printing should be more nearly stable. And to place in the hands of the printer a means of intelligently determining his costs, thus insuring the stability of a highly useful, not to say essential industry, is the purpose of the cost finding system for printers.

Printers have attempted to meet this situation by adopting uniform price lists on the product of the members of a certain organization or of those operating in a certain city or territory. But such efforts have usually been met by the disapproval of buyers of printing and by premonitory warnings from certain duly constituted legal authorities. The manufacturer who offers his product at some specific price under agreement with his competitor does not usually inspire the confidence of the business public. On the other hand, *the intelligent buyer rarely objects to paying a purchase price which covers actual known costs, determined by an approved method of accounting, plus a reasonable profit.*

There is a distinct difference between a *general accounting and bookkeeping system,* and a *cost finding system.* A printer may have a very comprehensive bookkeeping system with an accurate trial balance which shows the condition of his business as a whole. Yet it may fail to provide much information which is essential to the successful conduct of the business. The business may show a loss or an inadequate profit and yet fail to reveal the cause. The loss, if there be such, may have been incurred on some one large order for printing while all the other orders filled during the period may have yielded a profit, but there is no reliable data on which to base any conclusion. If the business shows a profit, all this profit may have been derived from one certain order and all other business may have been done at a loss. In other words, *one customer may have been required to pay a share of the cost of the work done for all other customers in the plant.* That *this condition actually exists* to a greater or less degree *in every plant which is not operated under a dependable cost system,* is obvious. A business may be showing a profit yet this profit may not be equitably distributed as it should be, over the entire product of the plant.

It is a peculiarity of the business of the printing plant doing business for the

This Is the Kind of a Cost Finding System Which Justifies Itself

Not Forms, But Principles, Are Its Mainstay; Saves Time, Requires No Extra Employes

Briefly, a cost finding system should justify itself as follows, according to Mr. Bridgman:

It should furnish a record of all materials used in the production of each job which passes through the plant.

It must afford a complete record of each class of labor used in the production of the job.

It must show to which department each dollar of money expended has been charged.

It should reveal the individual capacity of men and machines for comparison.

It should show the location of each job in process and all expense incurred on it.

It should furnish data on how to reduce cost by eliminating expense or increasing production.

It should indicate unprofitable machinery and equipment.

It should afford an accurate basis for establishment of selling price.

It should show the exact cost of each job produced in the plant.

Use This Free Study Course in Cost Finding

trade that *each order differs in specifications from every other order.* Rarely are two jobs handled in exactly the same manner. The business of the average commercial printing plant is made of a variety of orders from a variety of customers. It is evident that *each customer should pay what his own job costs with the same margin of profit paid by every other customer.* In no way can this be effected, and the stability of the business insured, except by the use of the set of records provided for the operation of a standard cost finding system.

These records reveal the efficiency or the inefficiency of each employee, each machine and each piece of equipment in the plant. They will give truthful answers to every question which may arise in the mind of the owner or manager regarding his own business.

As to the desirability of a cost finding system in a manufacturing business, we quote the following from a recent bulletin of the Federal Trade Commission:

> *"It is necessary to-day for the business man's success that he know on what articles he is making a profit and on what articles he is incurring a loss.* COMPETITIVE CONDITIONS ARE SERIOUSLY DISTURBED WHERE LOSSES INCURRED ON ONE OR MORE ARTICLES ARE RECOVERED FROM PROFITS ON OTHER ARTICLES. *It is obvious that the manufacturer should not only know the cost of each article he manufactures, but that he should see that every article he manufactures bears its proper share of factory and general overhead."*

This course is based upon certain principles adopted by the First International Cost Congress of employing printers held in 1909, and approved at succeeding sessions of that congress and approved and revised by the National Cost Commission and the United Typothetae of America up to the present time. They have received the approval of practically every organization of printers in the United States of America and Canada. The application of these principles has come to be known as *The Standard Cost Finding System.* These principles will be brought to the attention of the student by quoting the resolutions from time to time as we make an application of the *principle* involved in presenting the course.

A set of forms is necessary to the successful operation of the cost finding system. Printers have from time to time, purchased sets of forms from publishers of alleged cost systems, thinking that they were buying a cost system. But *a set of forms is not a cost system. A cost system is the application of a set of principles,* and which should be thoroughly understood by the person who applies them. Any set of forms from which may be secured the information required by the basic rules enunciated by the American Cost Congress, is sufficient.

But, forms adapted to the needs of different shops have been provided, although it is sometimes necessary to make a set of forms adapted to the needs of a particular shop. It is self-evident that a set of forms adapted to a shop employing 1,000 men would not be adapted to the needs of a shop employing only two or three men. For purposes of this course we will use the set of forms prepared by the SERVICE TO PRINTERS AND PUBLISHERS OF THE UNIVERSITY OF WISCONSIN EXTENSION DIVISION in the installation of the cost finding system.

Under the operation of the cost system *a good deal of the necessity for close supervision of workmen is removed.* The workman is required to turn in a record of his day's work. On this record are several checks which confirm or refute its truthfulness. The opportunity is given every workman to be judged by his earning capacity. Naturally, this makes for higher morale.

The information which the cost system records bring to the desk of the manager *relieves the manager of much drudgery* in the details of supervision. These forms bring him vastly more information and more dependable information than he could possibly gain by any amount of personal observation. With the adoption of the cost finding system, work which has absorbed much of the time and energy of the executive has been reduced to a simple routine task to be handled by inexpensive help, and the executive is left free to make the important contacts with the trade.

This course is designed to meet the demands of owners and managers of printing and publishing plants and their office employes. But *the course can be successfully pursued by any person with a fair general education but who has had no technical knowledge of the printing business.* It is desirable however, that *the person who undertakes this course should have or establish contact with a printing plant* and avail himself of the opportunity to observe and study the equipment as well as the various operations incident to producing the printed job.

National Printer-Journalist Free Service Coupon

To UNIVERSITY OF WISCONSIN, *Extension Division,*
DR. LOUIS E. REBER, *Dean,*
MADISON, WISCONSIN.

Dear Mr. Reber:

I enclose answers for lesson I ☐; questions relative to my Cost Finding Problems ☐ as a result of my study of the NATIONAL PRINTER-JOURNALIST Free Study *Course for Printers and Publishers,* in line with the courtesies which you and Mr. Bridgman are extending to readers of this magazine for the good of the craft.

Date Mailed: *Name*..
Name of Paper or Plant..
.... *Title or Position*..
Street, No..
.........1924 *City*.......................................*State*......

(Attach Coupon Firmly to Question Letter)

Questions

Test Your Understanding of This First Installment, and Send With Your Problems and the Coupon to U. W. Extension Division

1.—What is a cost finding system for printers?
2.—What is its use?
3.—Why is there need of such a system?
4.—What are the objections to the use of a uniform fixed price list?
5.—Show how a cost system differs from a bookkeeping and general accounting system.
6.—What injustice to the trade does the use of the system correct? Quote an authority on this practice.
7.—On what is this course of instruction based?
8.—Explain the logical effect of the operation of the cost system upon the morale of the mechanical working force in the printing plant?
9.—What service does the system perform for the executive in the business?
10.—Name some of the qualifications which should be possessed by the person who handles the cost records.
11.—What information should be available from the cost system records?

Here, Boy! Page Mr. "June" Florer of Texas!

Cartoon by ABE WARNER

Human Dynamo Now Brings Spizz to 'NPJ' Hall of Fame

Latest Addition Is Useful as Well as Ornamental, and Takes Both Air and Water Very Easily

THE nearest approach to a Human Dynamo extant! He assisted in the inauguration of the *first special newspaper train* in Texas; the *first airplane circulation service,* and the *first flood-tide boat circulation service.* They say he almost became an angel in that last named instance, in 1908, the year of the big Dallas flood.

And—they call him "June!"

* * *

M. W. FLORER, president of the International Circulation manager's Association, has thus earned a place in the "NPJ" Hall of Fame, and this is the "inaugural address" as oozed by one of his close friends and fellow newspaper workers.

Mr. Florer is circulation manager of the Dallas (Tex.) *News,* according to everyday reports. This is *far* from sufficiently descriptive of his duties and interests. His energies are boundless and he is one of the most versatile of men. A Kentuckian by birth—a Louisianian by environment and a Texan by adoption, of French-Irish ancestry, he has taken all the good points and consolidated them under one hat.

He has been with A. H. Belo and Company, publishers of the Dallas *Morning News,* the Dallas *Journal* and the semi-weekly *Farm News* nearly all his business life, and has been for some years general circulation manager of them all—with what success, the high pinnacle these publications have attained now testify.

He knows circulation from A to Z, and his opinion on matters relating thereto is sought by circulation men throughout the length and breadth of the continent. His mailing knowledge is probably the most proficient in the whole Southwest, and his memberships in the Dallas Traffic Club Transportation Committee, Dallas Chamber of Commerce and other organizations, testify to what others think of him along that line.

His experiences as circulation manager have been so multifarious that only an incident of two can be mentioned. For example, take the case of the first flood-tide boat service in 1908, on the occasion of what is known as the year of the Great Flood. It came very near, as has been stated, to causing Florer to become an Angel. The Trinity River had to be crossed, and as at that time it was a raging torrent about a mile and a half wide it was no canoe joy ride. Anyway, in the early hours of the morning the papers were loaded in the boat, and Florer himself went along to see that his precious cargo reached the other side. About half way across they fouled some telegraph wires and the boat began to settle down. Although not so very particular about his own life, he could not see those papers go, and after most strenuous efforts they got into calm water.

Innocence Abroad

THE ELKHORN (Wis.) *Independent* thinks the clothes the flappers wear are a good deal like a barbed wire fence—they protect the property without obstructing the view.

All this kind of thing, Florer looks upon as a part of the day's work of a circulation manager.

SOME of the leading business men of Dallas, who began their careers as newsboys under his direction, are still pretty positive that "June" is his name—as it was in the early newspaper days, among the youngsters in the mail room.

Mr. Florer was born at Brooksville, Bracken County, Kentucky, in 1872. He came to Dallas county when eight years old, and has been a resident of the city of Dallas since 1883.

The 1923-4 president of the Circulation Managers is proud of the fact that he is a "graduate of the School of Experience," which he entered after preparatory training by his mother, who was prominent in educational work in Kentucky. As he expressed it, he "took a course of the Dallas High School in 1883-84 and finished in the University of Hard Knocks."

His business career began when he found work as a "printer's devil" on the Texas *Mesquiter,* at Mesquite, Texas, under John H. Cullom in 1882. His next job was as page in the general managers office of the Texas & Pacific Railway Company, 1884-87.

Mr. Florer became connected with A. H. Belo & Company, in August, 1887, as helper in the mail room. He afterward saw service as assistant city circulator, collector of general ledger accounts, foreman of mail room, and in other capacities. He was made circulation manager in September, 1904, and general circulation manager of all the Belo Company publications in 1912.

* * *

Mr. Florer married Miss Cornelia S. Maynard in 1895. They have two daughters—Mrs. Robert Griffith and Mrs. A. B. Wright of Dallas—and one son, Cornelius M. Florer.

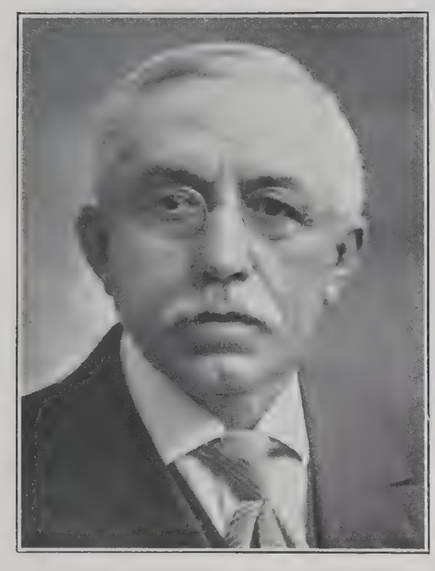
In 1912 he served as president of the Texas Circulation Managers' Association. He was president of the Dallas Press Club, 1912-13. He is a member of the Cedar Crest Country Club, Dallas Traffic Club, Transportation Committee of the Dallas Chamber of Commerce, Woodmen of the World, Knights of the Maccabees and other fraternal organizations.

Builds Fine Newspaper, Realizing Ambition to Become Artist

"Pop Feudner of Rushville, Ind., at 64, Turned Over the Keys to Son, W. O., and Department Chiefs, and —But, Read the Story!

By JOHN MEYER
Managing Editor "NPJ"

J. "*Pop*" Feudner
Printer; Artist
"Daddy" of the Business Which Finally Earned Him What He Wanted the Most



◆

ONE day at a convention of the Inland Daily, I heard a somewhat tall and burstingly kind and healthy looking man with a pineapple hair cut, saying:

> *"Half you men never had your sleeves rolled up in the back office of your plant. Nobody loafs with us. We are all stockholders, and then some! We're all workers."*

I could see right off that the big man wasn't quarreling! He was merely trying to elucidate his position on a question which has created a large amount of thought (and some backfires) among publishers, as to whether or not one ought to *charge for casting box service.* This publisher wanted to make it clear that he knew just what he was talking about, and was giving the experience of three full days of work which he personally spent at the casting box in his plant. Whether he is for or against charging for such service to advertisers, is not the question at this time.

The speaker was Will O. ("Bill") Feudner, general manager of the Rushville (Ind.) *Daily Republican,* established 1904, circulation over 3,000 a day, or one to every 6⅓ persons—man, woman and child in his county.

ABOUT two years ago, newspaper men were interested in an "inside report" that Jacob Feudner, for many years owner and publisher of the Rushville (Ind.) *Republican,* had retired on account of ill health and advancing years, and had turned over the business to a stock company, with his son, Will O., as general manager and treasurer, and with department heads as stockholders and officers. This report is quite correct, *except* Mr. Feudner was *not* played out. At 64, he Simply had Retired in Order to Finally Realize the Ambition of His Life—TO BECOME AN ARTIST—a Painter of Pictures!

So he incorporated his publishing business, sold out to the present four stockholders, and turned the control over to his son. Gathering together his savings of years, he boarded the westbound train and reached Denver. Without delay he went to Frederick Hodges, the Denver artist.

"I want to study art," he said.

Hodges stared at him.

"Study art," he echoed. "Why, man, you are older than I am!"

"Maybe I am," said Jacob Feudner with a smile. "Just the same, I want to learn how to paint."

The oldest art student that ever wielded a brush—so far as the west is concerned, at any rate—began to learn the intricate technique and mechanics of the artist's profession. For a whole year he kept it up.

BERT MOSES
Internationally-Known Advertising Man, Who Started Business Life With Rushville (Ind.) Republican

"All right," he said one day. *"Now I am equipped to enjoy myself for the rest of my life."*

Since that time he has painted steadily—two hours a day at the least. He paints wonderful landscapes. He paints pastoral scenes and maritime views. His power of color harmony is nothing short of genius, it is said. A passionate devotee of nature, he brings to his works the subtle touch that makes them live.

Jacob Feudner's pictures are not for sale. He doesn't try to have them exhibited. He never shows them to callers unless he is specifically asked. His diffidence amounts to bashfulness. He paints pictures for the joy of creation—not for the approbation of others. So it is with long-deferred realizations of a life's desire!

A HALF CENTURY of struggle for the attainment of an independence to do what he most wanted to do! That story is told—we're back at the Inland Daily meeting and the big man with the shirt-sleeve, try-it-yourself-first policy.

I have tried to give you a word picture of the root, the tree, the branches and the fruit.

Even the new building of the *Republican* is built *above the flood line.* Do you get me?

The *Whig* started four-score years ago, was the original physical foundation of the present *Republican,* which became a daily in 1904. The present department heads, officers and stockholders, include besides Will O.:

ROB. E. HARROLD, *managing editor;* B. O. SIMPSON, *advertising manager,* and FRANK PRIEST, *superintendent.*

Beset with the tribulations that follow in the wake of a Rushville flood every spring the daily *Republican,* after the disastrous flood of 1913, when the paper suffered a loss mounting into thousands in press and stock rooms, decided to build a plant of its own *above* the flood line. In 1916 this desire was consum-

Shirt-Sleeve Working Quartette, Which Cheerily Sings: "Plan It Well, Then Go and Do It!"

Left to Right: BERT O. SIMPSON, *Secretary and Advertising Manager;* ROY E. HARROLD, *President and Managing Editor*: WILL O. FEUDNER, *Treasurer and General Manager;* FRANK PRIEST, *Vice President and Superintendent*

(CONTINUED FROM PAGE 17)

mated and the equipment was moved into the present home of the newspaper, a brick building with close to 10,000 square feet of floor space, all on one floor.

Since that time the *Republican* has added the third linotype machine, two composing room saws and a casting box, and has changed from a six to seven column paper.

WILL O. FEUDNER, general manager, in answer to the very direct question, "to what do you attribute the success of your paper which publishes an average of 11½ pages a day in a city of a little less than 6,000 population?", said:

"First of all, the thing that makes advertising draw in our paper is that every advertisement is placed alongside of reading matter. It happens very few times that this is not the case. It has been our policy since the start of the daily, regardless of the pyramid style of placing ads in a great many newspapers.

"The next thing that has kept the big average up is that we have one or two advertisements each week for the making of better reader interest in the advertisements—*then we print these advertisements on large cards and mail them to every prospective advertiser in the city.* We try and have a message for the advertisers at least every two weeks. Copy for these ads are furnished by the Bureau of Advertising of the A. N. P. A., the A. A. of A. A., and N. W. Ayer & Son.

"We have no subscription contests or bargain days. We are taking advantage of an evening rural motor delivery which puts the paper into the rural homes and small towns in the county as quickly as our carrier boys make their deliveries in Rushville.

"We find that the paid-in-advance circulation is the only one that will pay dividends to our advertisers.

"We have been complimented by the merchants and bankers, and readers, of Rushville in that *we will not put on the special pages that so many solicitors are putting on*—taking the bulk of the money out of the city and often charging twice regular rates. We confine ourselves to the legitimate channels from which advertising comes, rather than go out with special features that have no real advertising merit, to give the merchants an extra gouge. And our 11½ page average is the answer to this.

"And, then, our new building is responsible for the ability to do 130% more gross business now than what we were doing in 1916, when we were working in two crowded floors. With the exception of an operator for the third linotype and another girl in the bookkeeping department *we are still going with the same force we had in the old building.* And when we say the SAME force *we don't mean numbers instead of the same individuals.*

THAT is one of the biggest assets a plant can have, a loyal bunch of employees. While at times it seems that we are failing to get the desired results in the way of good-fellowship, yet when the end of the year comes we find that we have usually made more clean profit than the year before—and that the "velvet" that we divide with the employees is more than the year before. And that is really your only gauge by which you can judge your loyalty. Some of our employees have been with us for more than twenty-five years. With a stockholder at the head of each department we find that we are getting the best results in the combined efforts of all.

"And, let me add, every member of such an organization should belong to some association or club that is for the betterment of business; and, take an active part in the work. Our Mr. Simpson makes it a point to attend all the conventions of the advertising clubs and is a Rotarian; Mr. Harrold attends the editorial associations and is secretary of the Rotary club; Mr. Priest is active in the Kiwanis club; and I am kept busy as the secretary of the Indiana Republican Editorial Association, Indiana vice-president of Inland Daily Press Association, and group assistant to the Governor of Indiana Rotary, besides taking care of the programs of the local Rotary club."

THE arrangement of the mechanical departments of the Rushville *Republican* is such that the greatest efficiency is possible. The advertising department and the linotype machines adjoin the make-up department on either side. The job department adjoins the advertising department and is also directly connected with the job printing presses. All of these departments are located on the north side of the building and have the advantage of the best light. The entire north side of the building is almost a solid wall of glass and there is plenty of it in the other three sides.

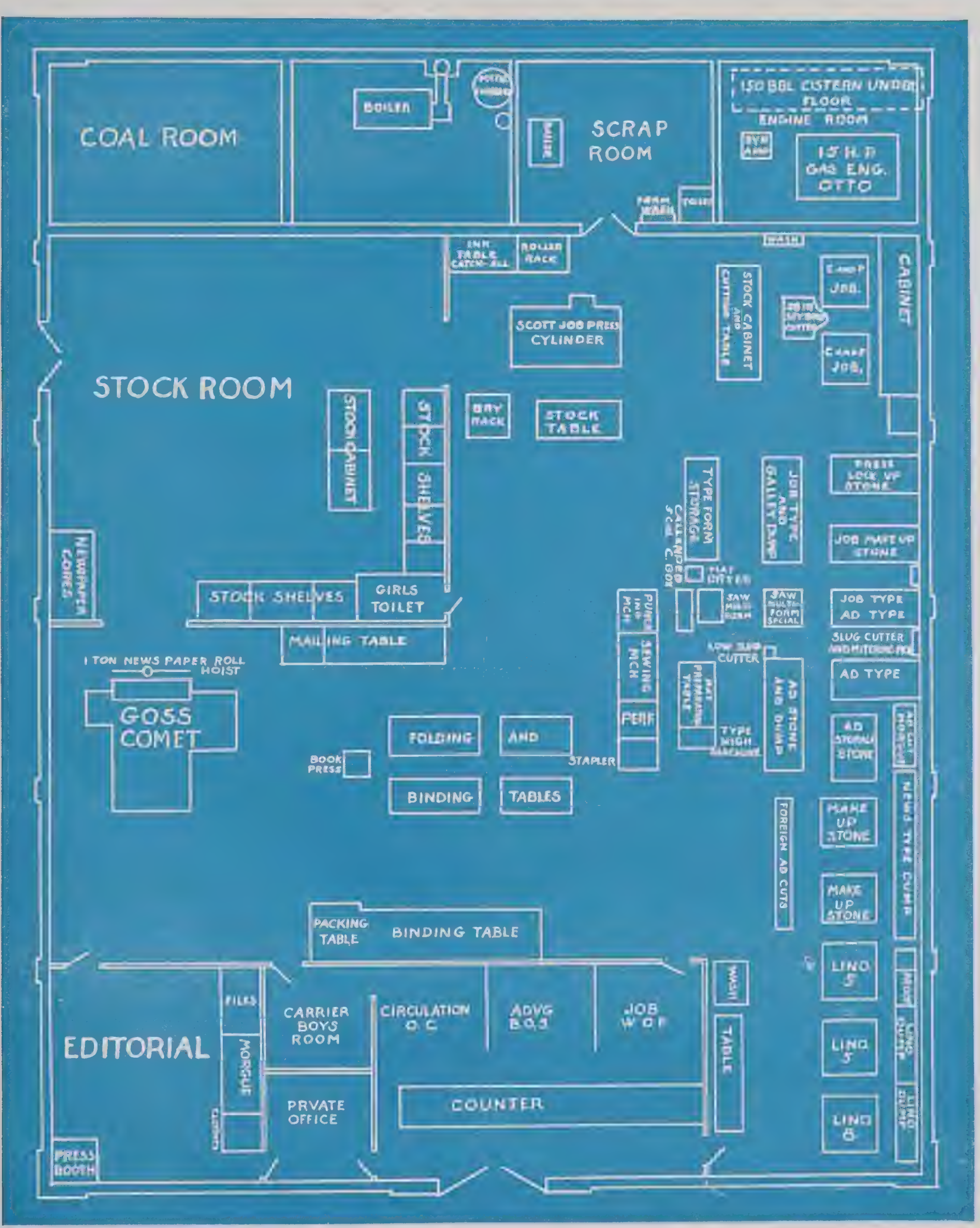
In the center of the building is the folding department, together with machines for stapling, perforating and sewing. On the south side is located the newspaper press, adjoining the stock room, so that the large rolls of paper are easily accessible. The stock room is 34x36 feet and is large enough to hold two car loads of paper stock. Extra heavy two-inch flooring is used in the room to carry the heavy weight imposed upon it. The entire working space totals 6500 square feet, and the stock room, boiler, engine and coal rooms occupy about 2000 square feet.

In the rear and separated from the remainder of the building, with a fire wall and automatic fire doors, is located the coal room, boiler room, scrap room and engine room. The boiler for the heating plant is a new type of steam boiler. It is fed by a magazine the same as a baseburner.

In the engine room is located a 15-horsepower gas engine; the dynamo for supplying the building with electricity; a pump which supplies rain water from

(TURN TO PAGE 20)

Unusually Efficient Layout of One-Floor Shop Founded by "Pop" Feudner



STUDY THIS BLUE PRINT IN CONNECTION WITH THE DESCRIPTION IN THIS ARTICLE

February Best Month to Show Paper's Value to Community

"Home Paper Week" Program Set Up by Empire Editors and Cornell Agric Service; Recalls November "NPJ" Reports of Successful Co-Operation.

A "Home Paper Week," promoted solely to sell the community the idea of the actual community service given by the local newspaper, will be observed by the newspapers of New York state during the week of February 3. The plan is fostered by the New York Press Association and *The Service Sheet,* a monthly press publication of the New York State College of Agriculture at Cornell University. Here are some of the proposed steps:

Devote an increasing amount of editorial space each week to Home Paper Week, starting six weeks in advance.

Plan a large edition to reach all residents in the territory, whether subscribers or not, by which much extra advertising may be obtained.

Plan for a dinner given by the publisher to the business men and farmers of the community, at which some local speaker would talk on a subject suitable to the occasion.

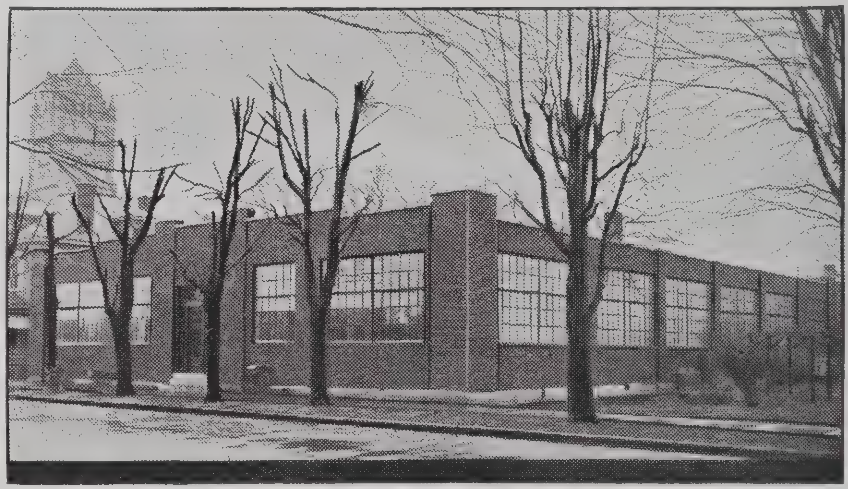
Enlist the aid of churches, schools, libraries, and the farm bureau by having each of them take part in some co-operative effort to inform the public of the service rendered by the home paper.

Hold a prize essay contest among school students, suggested titles for which are, "The Value of the Home Paper to the Community," "The Home Paper in the School," "Why I Like My Home Paper" and "What Would This Community Do Without Its Home Paper?"

Home Paper Week can be successfully promoted by any paper in any size of town or section. This has been demonstrated by hundreds of publishers. In the November number of National Printer-Journalist, many publishers personally told how they promoted a "community building" week which benefited everyone concerned, including the publishers.

Some of the plans used by the publishers in community building work may serve equally as well to put Home Paper Week over big. A careful scrutiny of the November National Printer-Journalist will be well repaid to the publisher who wishes to promote a Home Paper Week, or an enterprise of like effect.

More Glass Than Walls in New Home of Rushville (Ind.) Republican



It Was Built to Defeat Annual Rushville Spring Floods

(CONTINUED FROM PAGE 18)

a cistern to cool the engine and furnish hot rain water for toilet purposes. In this room is also located the workshop.

The front part of the building is occupied by the business department, which is just inside the front entrance, and to the left is the editorial room. These two departments are separated from the remainder of the building with glass partitions, so that the view and light are unobstructed.

The advertising department of the *Republican* uses the slogan, "Real Service for Its Home Merchants." It has issued, as one example of the many things it does, a type book entitled "The Cloister Family." This shows pica widths under the lines of sample imprint of the type; a ruler for measuring widths and depths supplemented this service, also with the compliments of the *Republican.* "Mickie, the Printer's Devil" cartoon strips have been used. Rush county, Indiana, produces more hogs than any other in the U. S., said Rushville's Rotary—the *Republican* came to bat with a pig cut-out, in maroon and black. And so on.

The *personal touch* is carried all through the circulation, advertising, mechanical and other departments. For example, the ad-man did not merely send out or give the type book to those who could use it. He handed with the copies a prepaid postcard, bearing the following on the writin' side:

Date.................. . ...1923.

Dear Bert:—
I received your booklet "The Cloister Family" and have read it carefully, to the last page. I can readily see how this book will help me write advertisements that will express my personal individuality if I designate what type is to be used—and if I write the copy to suit the type that I wish used. I will keep this book handy for future reference and endeavor to familiarize myself with the use of the new type you have purchased for the use of your advertisers and users of printed matter. If I don't understand the rule for estimating the number of words for a given length line and what type to pick for the display lines I will ask your help in producing my next copy. I'll sure keep the book handy.

Signed..

Address..

A. G. Braband Is Printer-Pote

Albert G. Braband

Secretary-Treasurer of Braband-Voss Co., Milwaukee has been elected Illustrious Potentate of Tripoli Temple, Mystic Shrine, Desert of Wisconsin; believed to be the only printer in America to reach this distinction.

A Typical, Complete Balance Sheet for a Newspaper-Print Shop

In the Accompanying Article You Will Find a Complete Explanation of How to Make One Correctly

ASSETS	
CURRENT ASSETS	
Cash	$ 70
Accounts Receiv.	3,400
Notes Rec.	1,030
TOTAL CUR. ASSETS	$ 4,500
WORKING ASSETS	
Paper Inventory	$ 500
Ink Inventory	100
Job Stock Inventory	1,000
Supplies	100
Insurance Prepaid	50
TOTAL WORK ASSETS	$ 1,750
FIXED ASSETS	
Land	$ 2,000
Building	5,000
Machinery	7,000
Furniture	1,000
Goodwill	10,000
TOTAL FIX. ASSETS	$25,000
TOTAL	$31,250

LIABILITIES	
CURRENT LIABILITIES	
Accounts Payable	$ 700
Wages Accrued	100
Bank Loan	2,000
TOTAL CUR. LIABIL.	$ 2,800
DEFERRED LIABILITIES	
Subscriptions Prepaid	$ 200
Mortgage Payable	2,000
TOTAL DEF. LIABIL.	$ 2,200
CAPITAL AND SURPLUS	
Common Stock	$ 5,000
Preferred Stock	7,000
TOTAL STOCK ISSUED	12,000
Surplus	2,250
TOTAL CAP. & SUR.	$14,250
TOTAL	$31,250

Liabilities: How to Find 'Em; What to Do With, About Them

Paid-in-Advance Subscriptions; Your Advertisers' Statement; Insurance on the Plant

Second Installment of a Series

By EDMUND WALKER, C. P. A.

Exclusively for "NPJ" Readers

LAST MONTH, in the first installment, we concluded a review of your assets, laying special emphasis on the plan of starting afresh at Jan. 1, 1924, and making the books reconcile with the facts, rather than trying to reconcile facts with book figures. *The same proceedure applies to your liabilities.*

List them off by one and include an estimated figure to represent prepaid subscriptions. When you receive my *annual subscription in advance,* that *is not income to you until you deliver the paper for one year.* If you stopped publication at the end of January and I had paid for the whole year 1924, you could be forced to refund me the unearned proportion of my remittance.

An easy way to estimate this figure is to take the total number of your mail subscriptions and multiply this by your rate, then because about 50% will on the average be earned divide by two. The result will be near enough in a smaller paper.

The difference between your assets and the sum of your liabilities and capital, represents *Surplus* and with this new statement of affairs you can open up a new General Ledger at Jan. 1, 1924.

Your *Balance Sheet* will then perhaps be something like the above (please note the arrangement).

This may look to you like a string of figures, but let us imagine this is your own Balance Sheet, and I will read it to you, and tell you what those figures show and what they mean.

MR. WALKER, who is a member of Edmund Walker & Co., 247 Park avenue, New York City, accountants for a large number of newspapers, and who will continue this series through every important point of the subject in "NPJ" in 1924, writes to the editor:

NOW, if any reader wants to make up a statement in the form herein outlined and send it to me, I will be only too glad to give you a frank criticism of his financial review from a Banker's viewpoint. This I will do as a courtesy to the newspaper-and-job printers and the NATIONAL PRINTER-JOURNALIST. Further, I wish the reader would send me a copy of his paper—just *one* issue, but of course a recent one—and I may be able to help you considerably with suggestions.

TO START with, this company has $4,500 in *Current Assets,* which in the ordinary course of business it will collect, but out of this money it must pay current liabilities of $2,800 so that it has available current working capital of $1,700, which for the size of the business may be all right; but, let us go further. Its wages accrued amount to $100, this means probably only 2 or 3 days payroll, and it only has $70 in the bank. In other words, unless it borrows money it could not even meet its payroll today. Its ratio of *Current Assets* to *Current Liabilities* is all right, it is quite solvent; but it is a dangerous cash position and the company could not stand any unexpected pressure.

When an advertiser wants credit and gives you his financial statement, this lesson should help you. This publisher is quite solvent, and yet he does not own his paper—the *bank* does—and anytime the bank called the loan the company could be made to go under. *No newspaper can afford to owe the bank money in a small town;* you shackle the editorial room.

You notice groups of assets and liabilities. Each group means something.

The *Current Assets* will be collected into cash. The *Working Assets* will be consumed in the future production, of your paper and your commercial printing orders. The *Fixed Assets* will be there in their same form at the end of the year and next year too excepting for minor changes and additions. The *Current Liabilities* are payable in cash at an early date. The *Deferred Liabilities* consist of subscriptions prepaid which will be "worked out" and of mortgages not due for several years. *Capital and Surplus* can be retained in the company as long as the directors desire. By grouping them, making chapters out of the items, you can read their meaning more readily.

THE next matter to discuss is the item of *Insurance.* How much fire insurance should this company carry, and how do you arrive at the figure. Why do you carry any fire insurance? Is it not because you fear that there might one day be a fire and you would have to replace all that was burned and destroyed? Then you want "replacement values" and not cost prices of book values. I would figure the insurance for this company as follows:

	Book Value	Replacement Value
Inventories	1,700	1,700
Building	5,000	10,000
Machinery	7,000	9,000
Furniture	1,000	1,500
Total Relacement Value		$22,200
80% (Co-insurance) of $22,200 is		$17,760
Amount of fire insurance needed		$17,760

Next month I will tell you some interesting things about COMPANIES INSURING THE LIVES OF THEIR OFFICERS.

"Out There, Where You Know Men as They Really Are"

Illinois Publisher Compares Country and Bright-Lights Newspaper Jobs

By CHESTER DuCLOE

WHAT is perhaps the most comprehensive symposium of observations on the editorial ideals of the country editor ever collected by a newspaper publisher, is contained in a handy little booklet entitled "Editorial Ideals," just published by D. W. Grandon, Editor, Sterling (Ill.) Daily *Gazette.* It is a booklet that will greatly interest the conscientious publisher and serve excellently as a guide for students in journalism schools who intend to take up country or city newspaper work.

The first half of the book is given to reprinting an address on "Editorial Ideals of a Country Editor," made by Mr. Grandon at the Medill School of Journalism, Chicago. This section is particularly valuable, since it contains the opinions of a country editor who has conducted a successful business over fifty years.

The address is divided under such heads as "No Success Without Idealism," "Getting a Start in Newspaper Work," "Genius a Capacity for Hard Work," "Choosing a Country Newspaper Field," "Need for Educated Journalists," "Choosing and Financing a Daily Field," "The Country Editorial Page," "Country Needs the Personal Editor," "Country and City Editorial Ideals," "Where the City Editor Is Wrong," "School of Journalism Training," and "The Pioneer Welcomes You."

THERE are *two* country newspaper fields," says Mr. Grandon, "one the village or weekly newspaper, the other the small city and the medium sized daily newspaper field. Having been so long out of the weekly field it is difficult to give advice on that line. Yet there are weekly editors and publishers who receive in return for their investment and their services sums ranging from $5,000 to $15,000 per year.

"Here you may not listen to the elderly man's advice. But if I were a beginner, knowing what I know from experience, I would try to prove to some country editor that I could bring a new point of contact between his newspaper and the public into my employment, and would try my first, just sprouted journalistic wings in the weekly field.

"You would undoubtedly miss the bright lights and the pep and zip of the city. *But out in the country you get to know men as men are.* You call them Tom, and John and Bill. You say 'Good morning, Mary,' 'Howdy, Jane.' 'Hello, Gertrude,' and they are glad to have you. *Somehow in spite of yourself you will feel just a little more like one of God's own than you do in the stilted city.*

"Now we have editorial pages more beautifully printed, more clever, discussing clearly every subject under the stars, and we do not remember their utterances until the ink is dry," says Mr. Grandon. "Why? Is it not because they are the finished product in artistry of expression—yet they fail to make our hearts feel, our souls glow, and our consciences respond to their cleverness?

"This country, this world, needs more heart, more soul, more conscience in its editorial utterances. That will never come again from the impersonal type of editorial which now dominates the big city field. The country editor still retains some of the personal power of the old days, and because of this personal touch, the better sentiment that continues to make America grow in heart, soul, and conscience is holding the ship of state steady and refuses to permit big city editorial cleverness to rock the boat."

THE latter half of the booklet contains the opinions of forty-five country editors on the ideals of their profession.

Mack R. Byers, La Crosse (Wis.) *Tribune* says small town journalism deals with personalities, and cannot be guided by any other principles than the rule of thumb. Almost all of the journalism schools, he says, take metropolitan practice for their pattern, and that while this undoubtedly makes workers from the technical side, it ignores the important part which the personal equation plays in the country newspaper.

Wil. V. Tufford, Secretary, *Inland Daily Press Association,* Clinton, Iowa, says, "Edit the paper as though you were going to read it yourself, to your family."

William Southern, Jr., Independence (Mo.) *Examiner,* says the paper is the property of its readers, who are entitled to honest and unbiased news and to the same kind of editorial opinion. "Newspapers bought and operated for political or other selfish purposes are never a success financially and never carry any influence," he declares.

John Riley, Rockford (Ill.) *Star,* avers that fundamentally, the great thing that counts is character. "Better a dull editor with an open mind than a brilliant one with something attached to him which alienates honest effort."

F. A. Moscrip, Marshalltown (Ia.) *Times-Republican,* advises the country editor to be "square" in the broadest sense of the word. He believes in much human interest in editorials.

D. W. GRANDON

F. R. Starbuck, Racine (Wis.) *Journal-News,* says that the editor of a country newspaper, being in touch with local problems more than any one else, should feel it his duty to "point out delinquencies and be a valuable factor in accomplishing needed reforms"

George D. Lindsay, Marion (Ind.) *Chronicle,* says "a newspaper publisher will never make a mistake when he stands for what is right. Fidelity to the public interest is a mighty good element in the publication of a newspaper."

Paul B. Cousley Alton (Ill.) *Telegraph,* thinks the country newspaper's ideals should include making itself a real helper, by promoting all good causes in the community and stepping on the bad ones.

Orville Elder, Washington (Ia.) *Journal,* says that his is a small territory and that he considers it his job to keep the community friendly and neighborly by standing for what was right in things educational, religious and in public improvements.

Frank P. Hanafin, Danville (Ill.) *Press,* sums up his opinion by saying that "the man who tries to make the best possible business success of his newspaper will best serve his community."

A. L. Miller, Battle Creek (Mich.) *Enquirer and News,* brings his forcible remarks to a conclusion by saying that the editor "must not take himself too seriously or his job too lightly; that he must keep free of hatreds and bigotry and the swell-headed poppycock that we so often hear from country editors—and that he should make his paper humanly clean and constructive."

Fred L. Berner, Antigo (Wis.) *Journal,* is of the opinion that the editorial policy of the newspaper in a small town virtually determines the moral attitude and standing of that community.

A. R. Treanor, Saginaw (Mich.) *News Courier,* epitomizes his creed in the phrase, "Keep ahead of the community."

Marc Atkinson, Hibbing (Minn.) *News* emphasizes observance of the Golden Rule to the end that there may be less of bitterness and strife between community factions—more spirit of "all pull together" for everything that may be for the good of the community.

Let's Quit Scrapping, Newspaper vs. Agency; Here's a Good Start By Two Sincere Colleagues

How to Get "Foreign" Business

Agencies' Executive Secretary Frankly Answers Questions of Earnest Country Publisher for the Good of All Newspaper Executives and the Ad Men

FROM *an Exchange of Correspondence Re-printed by Permission Following Publication of Noteworthy Article in a 1923 Issue of "NPJ" on This Big Question*

From **W. EARLE DYE,**
The Missourian,
Richmond, Mo.

To JAMES O'SHAUGHNESSY Executive Secretary American Association of Advertising Agencies, New York City.

I HAVE (re) read your interesting article in NATIONAL PRINTER-JOURNALIST, "And What About National Advertising?" There are a few questions regarding the workings of the average advertising agency which I would like to ask. IN WHAT WAY CAN A COUNTRY NEWSPAPER IN A TOWN OF 5,000, SURROUNDED BY A GOOD TERRITORY BEST CO-OPERATE WITH AN ADVERTISING AGENCY? Or, in other words, WHAT ARE THE CHIEF FAULTS FOUND WITH COUNTRY PUBLISHERS BY ADVERTISING AGENCIES? Also, HOW CAN A COUNTRY NEWSPAPER GO AFTER NATIONAL ADVERTISING, or advertising such as is usually placed through the agencies? DO AGENCIES PREFER TO GLEAN INFORMATION FROM THE RATE BOOKS OR WOULD IT BE ADVISABLE FOR A COUNTRY NEWSPAPER TO ISSUE A STANDARD RATE CARD TO A NUMBER OF LEADING AGENCIES? A carbon copy of this letter is being forwarded to you through the NATIONAL PRINTER-JOURNALIST in case the original letter does not reach you.

Sincerely,

By

James O'Shaughnessy:K

DEAR MR. DYE: I am greatly pleased to undertake to give you the information, so far as I am able. The advertising agency performs two major functions. The first of these is *the sale of the publisher's space.* The other is *the making of the use of the space profitable to the buyer.*

The sales relation of the advertising agency to the publisher is extremely important to everybody concerned. It enables every publisher who has an established publication and an established rate to have a sales representative in every advertising agency, such as those composing the American Association of Advertising Agencies.

SINCE the agency represents all publications equally, experience and custom has developed that there should be a standard agency commission of 15%, with a cash discount of 2%. These figures work out satisfactorily in the grand average. It is therefore a just and proper arrangement.

Perhaps some publications should allow a larger commission, and some should allow a lesser commission *for the same reason that a large man should pay a greater railroad fare than a smaller man.* However, the cure would be swamped in the cost, and like every other widely operated business, *a sound average must be found and operated on.*

The advertising agency buys space in whatever publication the best interests of the advertiser requires. This the agency must do or the advertiser will fail, and the agency will lose the business.

This brings sharply to mind the fact that the advertising agency is not and cannot be attracted by inducements inimical to its client, the advertiser.

The profits of the agency can come only out of the ultimate profits of the client.

If the business of the client requires the circulation of the country newspapers that is exactly where the agency will place his advertising.

COUNTRY newspapers do not get as much national business as should have for sufficient reasons. It is extremely difficult for an advertising agency to handle the advertising in a large list of country newspapers because *the country newspapers will not or at least do not supply adequate information to the agency.*

Very few country newspapers issue the Standard Rate Card. Many of them do not issue any rate card. Others will not answer letters asking two simple questions:

(a) What is your rate?
(b) What is your circulation?

The larger newspapers and magazines supply abundant information to the agencies. The information they send is so complete that it is seldom necessary to ask any question in order to carry out the advertising transaction.

A COUNTRY newspaper in a town of 5,000 surrounded by a splendid territory, as I happen to know is the case with the Richmond *Missourian,* can best co-operate with the advertising agencies by doing the following things:

(a) Issue the rate card in the form devised by the American Association of Advertising Agencies.

(b) Make a flat rate the same to everybody, whether the advertising is local or national, whether the advertising is large or small.

The flat rate should mean the same price for an inch or a

(TURN THE PAGE)

What the Agencies Ask of Newspapers : : : : : : :

Continued From Page 23

thousand inches, to everybody alike, with no discounts for either volume or frequency of insertion in run of paper.

(c) No commission should be allowed to advertisers direct, because no advertiser is entitled to the agency commission. *Only few advertisers will ask for the agency commission, and they will be the shrewd and crafty who have no respect for your interest. If you allow it to them you will be cheating the decent advertisers who are using your paper.*

(d) Supplement this with information concerning Richmond. Tell the character of its population, industries, schools, churches, etc. The employment of the people, and their approximate buying power. Also the number of stores in leading lines — that is, the number of department, dry-goods, clothing, drug and grocery stores, etc.

(e) *Tell something about your tributary territory. That is, how far the trading area extends. Whether it is all agricultural, and what is its population.*

(f) The distribution of your circulation should be shown. How much in the city, how much in the immediate trade zone, how much beyond.

(g) A map of the locality affords splendid additional information. It visualizes in a usable way, the geographic knowledge. A map of Richmond, for instance, should show Kansas City on one side, and St. Joseph on the other side so that when a busy man looks at the map he can find where Richmond is, and its place in the market.

All of this information can easily be assembled, and it should be sent to the advertising agencies. At least once in six months this information should be revised, the circular re-written, and sent to the agencies again.

Every country newspaper should send all such information as I have indicated to the advertising agencies at least twice every year.

The best source of information concerning your paper, in the opinion of every good advertising agency, is yourself. Agencies, as a rule, will not transact business with a newspaper from information it got from reference books. When country newspapers will make themselves sufficiently acquainted with advertising agencies, they will be well repaid for their effort. *They should not expect business unless they do their share toward getting it.*

EVERY member of our association is anxious to extend the advertising of his clients as quickly as he consistently can, into the country newspapers.

I should add, as an important statement, that *every country newspaper should find a way to use mats.* The cost of sending plates to the country newspapers is so excessive that it overburdens the rate.

Many advertisers are compelled to forego the benefit of country circulations because of the cost of the plate in proportion to the cost of the space, which is entirely too high.

In sending information to the agencies *be sure to say whether or not you can use mats.* Under separate cover I am sending you information concerning the Standard Rate Card.

WHILE we are on this subject of publisher-agency relations, which will be tremendously prominent in 1924—and no use closing the eyes and ears to it, like an ostrich—what about the questions asked of you, Publishers and Commercial Printers, in one of the display ads in the front section of this issue of "NPJ"?

One of the oldest and best-known houses supplying the printing trade asks you:

> **"Do You Believe in Display Advertising? Do You Really Believe It Pays? WHAT METHOD CAN POSSIBLY DETERMINE THE ACTUAL SELLING POWER OF AN ADVERTISEMENT?"**

The advertiser proposes a unique test. He, so far as this ad goes, purposes to virtually ignore everything but DIRECT SALES RETURNS as advertising result and product as I understand it. As he puts his proposition in a very specific way, carefully surrounded to avoid any unusual amount of response, a mention of it here cannot lend influence to the ad one way or the other. At the same time it is possible to draw the attention of readers of "NPJ" to a Big Question with unusual directness.

> **Write me your views on any point involved in the Dye-Shaughnessey interchange of letters.**
> **Write your views, also, on the questions asked by the advertiser in this number.**

"NPJ"'s editorial department is going to swing on these problems in succeeding numbers because I believe will help us all become better publishers and salesmen of printing. —JOHN MEYER

1924 Ad Problems as Seen by the Buyers of Space

P. L. THOMSON, *President Association of National Advertisers*—(ANNUAL REPORT). It looks to me for one thing as if we are going to pay a lot of attention to matters of *circulation*, as we did in 1917, but from a different angle.

Advertisers are faced with a tremendous amount of *duplication* particularly in the magazines. The competition for circulation among magazine publishers grows apace and we pay the bill. All kinds of methods are being used—premiums, clubbing, installment subscriptions and other forms of forcing the circulation up—and up go the rates.

Some of us, again, are a great deal interested in this problem of the *differential between local and foreign newspaper rates.*

Again, there are signs in the horizon of new attempts to put a *tax on advertising* through legislation.

◆

Free Propaganda Plate Matter Denounced When *Reader* Doesn't Know Its Source

HENRY FORD'S *Dearborn Independent* in a recent issue devotes a page to "Boiler Plate Propaganda. The article denounces "free plate" offerings of a plate house as these pertained to articles by bankers and others last September attacking the then famous Edison-Ford Money Scheme. At the close of the article, the *Dearborn Independent* says:

"That the economy of the plan and the facility with which those willing to use the matter can be reached through the manufacturer should make it a principal means of propaganda is easily understood. At first the manufacturers simply offered such service by authority of 'parties interested,' but that dubious tender did not free them of suspicion as to responsibility, and the position was soon taken that there should be no hiding of facts.

"Every printed proof of a free plate service, tendering its use to a country newspaper, distinctly gives the authority for the offer. Of course, "free plate service" always means propaganda. Composition, stereotyping, correspondence, transportation, all are paid for by the propagandist at the office which ships the metal, unless the order for the service originates in the main office of the house and is distributed through branches for convenience and economy. The plate manufacturers simply sell a product of their manufacture, made to specifications furnished, with no more responsiblity as to its use than a cane-maker would have if his product should be used by a purchaser as a bludgeon.

"That the development of the plate business is thus an aid to propaganda, good as well as bad—if the good has back of it the means to send it out, which the bad has always—is but a natural result.

"The reader is not necessarily cheated in the general use of plates. But he *is* deceived when the *editor* uses propaganda without stating its source."

Chieftain Bond

FIFTEEN WAYS TO ATTRACT! With fourteen distinctive shades, in addition to white, CHIEFTAIN BOND affords an unequaled selection to those wishing to use bond paper in colors.

For users of direct advertising this double rainbow of colors will be found a great source of potential sales energy. For printers it provides a splendid opportunity for service to clients.

Color variety is but one of the advantages of CHIEFTAIN BOND. It is a good sheet for lithographing or offset printing. It takes half-tones remarkably well. It is a loft-dried, rag-content paper at a *medium* price.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation
ATLANTA, GA.	S. L. Sloan Paper Co.
BALTIMORE, MD.	Barton, Duer & Koch Paper Co.
BOSTON, MASS.	W. H. Claflin & Company
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.
BUTTE, MONT.	E. J. Stilwell Paper Co.
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Co.
CINCINNATI, OHIO	Standard Paper Co.
CLEVELAND, OHIO	Petrequin Paper Company
DALLAS, TEXAS	E. C. Palmer & Co., Ltd.
DES MOINES, IOWA	Carpenter Paper Company
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.
INDIANAPOLIS, IND.	Century Paper Company
KANSAS CITY, MO.	Kansas City Paper House
LANSING, MICH.	Dudley Paper Company
LOUISVILLE, KY.	Southeastern Paper Company
LOS ANGELES, CALIF.	Western Pacific Paper Co.
MILWAUKEE, WIS.	Allman-Christiansen Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.
NEW YORK CITY	F. W. Anderson & Company
NEW ORLEANS, LA.	E. C. Palmer & Co., Ltd.
OGDEN, UTAH	Scoville Paper Company
OKLAHOMA CITY, OKLA.	Kansas City Paper House
OMAHA, NEBR.	Field-Hamilton-Smith Paper Company
PHILADELPHIA, PA.	D. L. Ward Company
PITTSBURGH, PA.	Potter-Brown Paper Company
PORTLAND, ORE.	Blake, McFall Company
PROVIDENCE, R. I.	Paddock Paper Company
RICHMOND, VA.	Richmond Paper Company
ROCHESTER, N. Y.	Hubbs & Hastings Paper Company
ST. LOUIS, MO.	Acme Paper Company
ST. PAUL, MINN.	E. J. Stilwell Paper Co.
SAN ANTONIO, TEX.	San Antonio Paper Company
SAN FRANCISCO, CALIF.	General Paper Company
SEATTLE, WASH.	American Paper Company
SPRINGFIELD, MO.	Springfield Paper Company
SPOKANE, WASH.	Spokane Paper & Stationery Co.
TACOMA, WASH.	Tacoma Paper & Stationery Co.
TOLEDO, OHIO	Commerce Paper Company
WASHINGTON, D. C.	Barton, Duer & Koch Paper Co.
WILKES-BARRE, PA.	D. L. Ward Company
WORCESTER, MASS.	Charles A. Esty Paper Company

EXPORT—NEW YORK CITY, American Paper Exports, Inc., and Parsons & Whittemore, Inc.
ENVELOPES—WORCESTER, MASS., United States Envelope Company

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

Machine Composition : : : : : By Mac Sinclair

Send in Your Problems. This Department Is Conducted by the Chief Machinist of One of America's Finest and Largest Newspaper Composing Rooms, and He Consults Leading Authorities in Preparing His Replies.

SLUGS DELIVER IMPROPERLY.

E. G. wants to know some causes for freak delivery of slugs into the stick of a model B intertype.

The ejector slide link spring should be full length so as to cushion the forward stroke of the ejector lever. The raising of the lower end of the 13-em slug as it is pushed forward through the knife block may be due to the spring plate having become bowed in the middle so that it binds the top of the slug. The pressure of the spring plate against the slug should be of equal tension at the top as well as the bottom. Remove the knife block. Lay a straight edge or length of straight column rule on the spring plate and straighten, finishing smooth with a large mill file. When assembling the parts on the knife block wipe away all particles of metal so as not to throw out the setting of the right-hand knife. Weaken the spring plate spring so that it will just throw the plate over to the vise frame. A burr on the bottom end of the slug as it is being delivered may cause freak delivery. The burr may be due to a defective right-hand mold liner having rounded corners. Remove any lead coating from the spring plate or vise frame where the slug passes on delivery and polish with graphite. Set the ejector lever pawl adjusting screw so that the end of the blade will project into the stick about 1/32" at its extreme front stroke. If this adjustment cannot be secured apply a new facing to the ejector pawl in case the cam has worn away the lower end of the facing.

MONOTYPE CASTER "SPITS"

D. J. V. has had considerable trouble trying to overcome "spitting" at the nozzle and asks for suggestions to relieve this condition.

Numerous things can cause this trouble and it is assumed that the pump body, pump levers and nozzle are in good condition, that the pump body lifting levers are not binding and are free from all dross and metal accumulations. Also see that there is no accumulation of dross in the small cup of the pump body that seats on the lifting lever pin (nozzle end).

After these points have been gone over proceed to line up the pump body in the following manner:

1. Remove nozzle, mold, type carrier and bridge; run up the pot (with the piston removed) and screw in the nozzle squaring pin; unlock the pump and turn machine over to 220° or casting position. Test with a square resting on the top surface of the main stand. If squaring pin does not stand at right angles with the surface of the main stand adjust nut 28H4 up or down the rod until it is square. The squaring pin will stand square (front and rear) unless the pump body or lifting levers are badly worn, in which case they should be renewed.

2. Remove the nozzle squaring pin and replace the nozzle; replace the mold with the cross block removed; adjust pot so that the nozzle will enter the conical shaped hole in the mold base without drag. This is accomplished by moving the three adjusting screws in the swing frame.

METAL POT JERKS FROM SLUG BASE.

T. P. writes that the metal pot recedes with a jerk after the slug is cast and falls heavily against the cam, on small size type, but does not notice it on a 12-pt. slug.

Probably the jets in the mouthpiece need broaching—that is, the holes should taper so the jets will part with the mouthpiece easily. This can be done with a broach furnished by the manufacturers of the machine and is listed in their special supplies catalog. In using the broach turn slowly with no great pressure, as it is very brittle, and dip it in mold polish or machine oil after cleaning out each hole. After using broach dress off the burrs raised with a small stone slip. Some of the trouble you are having with the disks pitting in the dynamic thermometer may be the result of the metal pot jerking away from the slug base because the jets withdraw stiffly from the mouthpiece.

MAC SINCLAIR
Chief Machinist
Cleveland (O.) Plain Dealer

◆

Another New "NPJ" Readers' Help

MAC SINCLAIR, who has just joined the staff of practical authorities and consultants of NATIONAL PRINTER-JOURNALIST, and who will conduct this *additional* free service for our subscribers, knows the machine composition problems of the newspaper and job printer in the small as well as the large office. He has frequently lectured on this subject. He is unusually successful in getting the co-operation of leading authorities in the machine composition field in his constructive work.

He says he is not an inventor, "but all efforts have been devoted to making machines operate, and keeping machines in operation, for production purposes." Only *bona-fide* questions and inquiries from *subscribers* or their regular employes, will be considered. *Only such questions as can be answered in these columns are admissible.* No mail replies can be made, for the present.

MODEL 8 CRANK TURNS HARD.

A. C. asks why the magazine elevating mechanism crank on a model 8 Linotype should turn hard. The machine has been in use for some time and just recently has it become difficult to elevate the magazine stack.

In the absence of more specific information relative to the difficulty you are having, the following outline will be suggested in order to relieve your trouble:

Elevate the magazine so that the bottom one will be in operating position with the locating bars in position to support the magazines in the regular way. Turn out and remove the four screws passing through flange of lifting shaft into lower magazine frame. Revolve crank until shaft has descended as far as possible into the barrel or bracket. Remove elevating screw crank shaft and bracket (assembled) by unscrewing hexagon head screw in the bracket and lift off the universal joints and shafts, disconnecting from the elevating screw gear pinion shaft. The entire bracket may be lifted off after removing the four screws holding it to position on the distributor bracket.

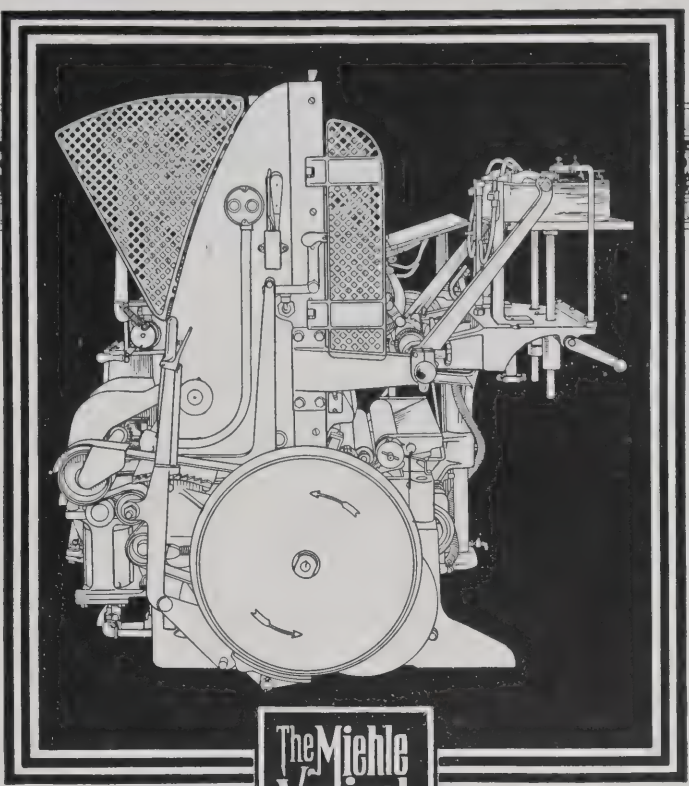
Take the assembled bracket and post to the work bench or other convenient place. Remove the elevating screw gear guard cover at the bottom of the bracket; drive out pin in the gear pinion shaft and the headless screw in the gear pinion. The shaft and pinion can now be separated and taken out; watch the ball retainer and thrust collars and return them finally in the same order in which they were removed. Drive out taper pin in elevating screw gear, taking care to keep the ball retainer and thrust collars in the same relation as when removed. Take off elevating screw gear guard. The shaft or post may now be removed from the bracket or barrel Take out the three screws in the end of the shaft and remove elevating screw and nut. Mark the nut in some way so that when you return it to the shaft it will be in its original position. The various parts can now be washed in gasoline to remove all traces of grit, dirt and old grease. If any roughness appears on the parts smooth off with fine emery cloth. Many of these parts have a sliding motion and any undue friction will retard the free action while in operation. This is especially important in the elevating mechanism. Inspect the ball retainers and thrust collars to see if they are in proper condition. The thrust collars must be free from scratched rings or indentations due to lack of lubrication. After the parts have been washed in gasoline put vaseline and graphite mixture in the shaft and a liberal quantity on the elevating screw. Put a coating of the same lubricant on all the parts as you assemble them. Vaseline is particularly suited as a lubricant. Regular greases are too heavy and have a tendency to retard their action. After having assembled the elevating mechanism the crank may turn hard for a few days. Give these parts regular weekly attention with the oil can, especially the three holes in the bracket which are plugged with screws to keep out the dirt.

LUDLOW SLUG PULLS OUT OF MOLD.

A LUDLOW Typogroph operator ininquires as to a cause for the slug pulling out of the mold with the matrices. He says it is quite difficult to separate the matrices from the slug when this occurs.

If you will closely examine one of the slugs no doubt some shining marks or scraped effects will be noticed on the offset between the beard and slug body proper. These marks can be caused by matrices that have been chafed from impact with the stick as the compositor assembles the matrices with a slanting motion, striking or slurring the stick frame as each matrix is placed in position. In time enough burr will be thrown over the corner so that if there are several such matrices in a line, these burrs will tenaciously hold the slug and withdraw it as the mold breaks away from the matrix line after the cast. The only remedy is to set each matrix in the stick slot without

(TURN TO PAGE 28)



The Miehle Vertical

HISTORY REPEATS ITSELF

ABOUT thirty-five years ago, the introduction of the Miehle Press worked a revolution in cylinder presswork. Every printer knows that the Miehle made halftone and color-process work practical on a large scale.

And now, the Miehle Vertical is working a revolution in job presswork.

It is a unique machine. It will do well and quickly what before has always been done slowly. It will do at lightning speed what before has been merely quick.

Make-ready on the Vertical is reduced to an almost negligible minimum.

Investigate! Don't let your competitors have this edge on you.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

Education to Be First

Craftsmen's Expo in Milwaukee Calls to Next as Well as Present Generation

E. George Myers
Field Sales Manager, 1924 Exhibits

◆

Craftsman E. George Myers, widely known in the printing fraternity, is field representative of the executive committee in charge of the third International Graphic Arts Exposition of the International Association of Printing House Craftsmen to be held in Milwaukee, Wis., Aug. 18-23, 1924. Mr. Myers advises that manufacturers and service houses are co-operating most cordially. "No other exposition under Craftsmen's auspices will be held before 1927," said Mr. Myers, "and we will not alone have printers and executives here from all parts of the globe, but *special plans are now being perfected to assure the attendance of great numbers of apprentices, for observation and study. These are the future craftsmen, educators, business men and proprietors* of the printing field."

The Atlantic Decorating Co., E. W. Campbell, of Boston, Mass., has been engaged to decorate the great Milwaukee auditorium where the exposition and meetings will be held. The J. I. Campbell Co., of Boston, will handle the "inside" work of handling and placing exhibits.

At a recent meeting of the Milwaukee Club of Printing House Craftsmen, resolutions were adopted endorsing the forest conservation and protection programs of the American Paper and Pulp Association in co-operation with the Wisconsin Paper and Pulp Manufacturers' Association

Journalism Schools Set for Better Things in '24

Professors and Veterans Meet in Chicago for Frank Discussion of Tasks

Smug editors, smug reporters, smug professors and smug students of journalism were catalogued and "distributed" at the gatherings of journalism professors and instructors, and prominent newspaper men, held in Chicago the last week of 1923. Honest criticism followed by constructive suggestions, marked the meetings.

The higher moral standards of the press in small cities and towns, as compared to some of the giants of the business, were pointed out. The managing editor of "NPJ" endeavored to point out that one of the chief gaps in college schools of journalism may be found in a lack of "salesmanship" of the courses and graduates to the employing editors and publishers, and also a similar lack inside the schools in "selling" journalism to the students properly.

"The newspaper worker of tomorrow," he said, "in order to succeed, *must* recognize his responsibility as an individual to the profession and the public, and have and hold true ideals based on the rock of broad education and understanding, and not on the shifting sands of subterfuge and passing whims."

The American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism in joint convention at Chicago, Dec. 29, named a council of education for journalism, which will formulate standards for professional curricula in journalism, and set up A, B and C divisions as classifications. The council consists of Dr. John W. Cunliffe, Columbia University; Dr. W. G. Bleyer, University of Wisconsin; Prof. J. S. Myers, Ohio State University; Dean E. W. Allen, University of Oregon; and Nelson Antrim Crawford, Kansas State Agricultural College.

Dr. Willard Grosvenor Bleyer of the University of Wisconsin urged research with respect both to the history of journalism and to the contemporary press. He suggested that newspaper publishers be appealed to for endowment of research scholarships at colleges and universities.

Helps for the Machine Composition Department

(Continued from Page 26)

undue friction and as squarely as possible. Those matrices now having the overhanging burr above the matrix cell may be very carefully treated with a fine pillar file. Thin spaces, too, should be carefully handled so as to insure a smooth parting of the slug from the matrices after the cast.

BOTTOMS OF LETTERS ARE CHAFED.

N. B. says the bottoms of black face letters on slugs cast on a model C Intertype are chafed, principally e, o, d, c, etc., and would like to have a solution so that good print may be had from the slugs.

You will probably find this trouble is caused by a sagging of the first elevator just as the mold disk retreats after the cast. In order to prevent chafed letters it will be necessary to determine why the first elevator is not supported sufficiently so that its weight will not cause the matrix line to rub the type faces on the slug. The first thing to do is to inspect the left-hand floating locking stud block in the vice frame. Grasp the bushing or stud and note if there is a vertical motion. There should be a slight horizontal movement only. Possibly the hinge block or cone screw has worked loose at the lower end of the block. If so, remove the entire block and tighten it. Sometimes, due to carelessness in not maintaining the setting of the mold disk brake, the disk will chatter just before coming to the locking stud blocks and pound them. This will cause a looseness of the floating stub lock parts.

If tightening the cone screw at the bottom of the block does not take up all the vertical play and you cannot spare the time for a repair operation, use the machine until a new block arrives and have the old one repaired later. It is good insurance to have certain extra parts on hand which will pay dividends to the proprietor. A change of blocks will probably necessitate resetting the side trimming knives. After having eliminated vertical looseness in the locking stud block note if the first elevator slide banking screw is properly adjusted. When in position during cast there must not be more than 1/64" between the bottom of the screw and the vise cap.

Hold a light at one side of the first elevator and look through as the machine is turning over. When making this adjustment with the rear screw at the top of the first elevator slide use a 30-em line of new pi matrices. It is important that 30 ems of new pi matrices having new full sized lugs, be used. Finally see that the screw under the mold disk guide has not more than .007" play between the bottom of the guide and the support screw when the disk is forward in lockup position. This space can be determined by inserting a piece of brass or steel, .007" thick, between the parts and turning the adjusting screw up to a light bearing when the disk is forward on the locking stud blocks.

SPACEBANDS DON'T DROP.

F. C. inquires as to some possible solutions for spaceband box trouble on an Intertype. Among the things that may cause non-response are:

Rivet at bottom of band protruding above band surface; sleeve does not slide freely at top of band; releasing pawl spring tension weak enough so that it can't force plunger full distance to trip spacebands; ridges worn on the inclined edges of top rails, or on chute plate upper guide block; floor of spaceband box has an accumulation of foreign substance. There must be nothing about the box to interfere with the free sliding by gravity of the spacebands.

A late improvement in the Intertype box consists of the application of a small knob-headed plunger in one end of the pawl spring which contacts directly against the pawl. The plunger prevents the end of the spring curling up against the pawl and interfering with its free movement. The annoyance you describe about spacebands dropping directly on top of matrices may be due to the substitution of a regular letter cam for the special cam.

Apply the spaceband cam now furnished which has a larger radial periphery and will retard the delivery so that spacebands will enter the matrix line at the proper instant.

A Clear Road Ahead

for

Graphic Arts Educational Exposition

Milwaukee • Aug. 18 to 23 • 1924

YOUR LAST CHANCE TILL 1927

Milwaukee Graphic Arts Exposition, Inc., Milwaukee, Wis.

Gentlemen: The Board of Governors of the International Association of Printing House Craftsmen, in meeting assembled (in the city of Milwaukee, Wis., Nov. 18, 1923), voted to place before the membership and their friends in the industry their attitude towards future exposition activities by the Association. Believing the best interests of all concerned will be served by a definite expression, they voted to record the Board to the following effect:

"That every effort be put forth to make the 1924 convention and exposition more valuable to the entire industry than any ever held; that the entire resources of the international Association be enlisted in this effort.

"That the Board record itself as opposed to the holding of any exposition under Association auspices in less than three years from the date of the Milwaukee Exposition."

L. M. AUGUSTINE,
Secretary International Association of Printing House Craftsmen.

Approved: HARVEY H. WEBER,
President International Association of Printing House Craftsmen.

New York, November 23, 1923.

Mr. L. M. Augustine, Baltimore, Maryland.

Dear Sir: At a special meeting of the Board of Governors of the New York Club of Printing House Craftsmen, held Thursday evening, Nov. 22, 1923, it was unanimously decided to withdraw our intention to hold a convention exposition in the city of New York during the year 1925.

(Signed) WILLIAM A. RENKEL, *President.*

GEORGE A. MERKERT, *Secretary.*

Announcements, applications, and diagrams of space are ready.
If you have not received yours, write us at once.
Early reservations advisable.

MILWAUKEE GRAPHIC ARTS EXPOSITION, Inc.
Pfister Hotel, Milwaukee, Wisconsin.

Hints for Publishers in Book for the Country Correspondent

Jettinger's "How and What to Write as News" Points Out Qualities of Successful Editors; The Month's Book Table for "NPJ" Readers

HOW AND WHAT TO WRITE AS NEWS, *by Carl A. Jettinger*, Cost Work expert for Portland (Ore.) Typothetae; *Porte Publishing Co.*, Salt Lake City, Utah—The second edition of this guide for correspondents of the community newspaper, is unusually instructive probably because of the unique combinations incorporated in the experiences of the author. He has had far more than the ordinary all-around experience of the newspaper and commercial job printer. The book is copyrighted. Here are some extracts, reprinted by permission, which will be helpful to every reader of "NPJ," no matter in what department of a newspaper-printing office employed:

The editor of a newspaper enjoys a peculiar prominence in his community. The country correspondent, being in reality the news editor of the paper for his territory, enjoys the same prominence in that territory * * * even if his name is not published.

Most editors are so busy that the only instructions they give a correspondent are: "Get all the news you can. We can use a column a week. Send it so it reaches our office by Tuesday noon. Write only on one side of the paper" * * * as if he were put into a machine shop and told to "get busy", and then left to do the things he surmises ought to be done in the way he presumed they should be done.

"No news worth mentioning" is generally the fault of both.

Before beginning to write the new correspondent should have the following information:

The territory he is to write from and its boundaries;
How often he is to write;
When his news letters should reach the editor;
How much space the paper can give him;
Whether late news is to be sent in by telephone, and if so, what is the latest possible moment at which the paper can use it. This information should be obtained from the editor in person, if possible.

After you have begun to write for the paper, visit the editor occasionally and have a chat with him.

To determine what is news, always ask:
Does the thing that happened interest or please the people who read the paper?
Does it convey information they wish to possess?
Is it fit to print?
* * * Do not forget that you are also writing for the people who formerly lived in your neighborhood.

CARL A. JETTINGER

MR. JETTINGER, a native of Ohio, was in the newspaper business for thirty years, served as secretary of the Buckeye Press Association, and later also several terms as vice-president and president. He published a local trade paper for the Ohioans, *Buckeye Printerdom*, now suspended. During the recent years he has been cost expert for printers' organizations and has revised the cost systems of several large printing houses.

* * *

NORTHWESTERN MILLER, Minneapolis; *W. C. Edgar*, publisher.—The Fiftieth Anniversary Edition of this phenomenal trade publication, so far as the present writer's experience of twenty-three years in newspaper, publication and printing work goes, is typographically the finest edition of any trade journal ever published. It is, indeed, a collect of the best in the engravers and printers' arts of the civilized world. The volume was most attractively covered for shipment, as well. That is something which is often partly disregarded and sometimes utterly overlooked, in getting out fine editions and volumes of periodicals. The fiftieth anniversary of the Edgar publication was an affair positively amazing in its brilliancy and completeness. Kings and rulers sent envoys, and some of the biggest business men of several countries personally attended. The observance included religious services as well as banquets. Wonderful silver and golden souvenirs were brought. The humblest worker in the ranks of this publication shouldered the most noted guest at the festivities.—J. M.

* * *

HISTORY OF AUXILIARY NEWSPAPER SERVICE IN THE U. S., *By Elmo Scott Watson, Journalism Instructor, Univ. of Ill.*: ILLINI PUB. CO., CHAMPAIGN, ILL.—A valuable contribution to the literature and history of newspaper making, and believed to be the only book of its kind. In 15,000 words, neatly gotten up, the volume tells the detailed real history of patent insides, plate service, and by-products and subsequents, beginning 60 years ago. The early scenes are laid in Wisconsin, and Andrew J. Aikens, manager of the Milwaukee *Evening Wisconsin*, and Ansel N. Kellogg, one-time publisher at Baraboo, Wis., are the leading figures. The story of the hot controversies of competition later on make romantic reading. The parts played by the American Press Association and the Western Newspaper Union in developing such services, which assisted in revolutionizing the country newspaper, are detailed. We are indebted to A. M. Smith, manager of the WNU in Milwaukee, and to the publisher for copies.—J. L. M.

* * *

PEOPLE AND POLITICS: Observed by a Massachusetts Editor, *by Solomon Bulkley Griffin*, LITTLE, BROWN & CO., BOSTON, $5—Here is a book one places beside O'Brien's "Story of the Sun", Stone's "Fifty Years a Journalist", and Lee's "History of American Journalism", as a book indispensable to the library of the practical student of journalism. Mr. Griffin began his newspaper career as "cub" on the Springfield (Mass.) *Republican* under Samuel Bowles the elder, and within a few years became managing editor of the famous paper, continuing for forty years. Authoritative new interpretation is given to many national and state affairs, and the characters, the motives and deeds of men famous to American history are dissected. Humorous sidelights illumine the book throughout.

* * *

COMMERCIAL ENGRAVING AND PRINTING, *by Charles W. Hackleman*. Illustrated. THE COMMERCIAL ENGRAVING AND PUBLISHING CO., INDIANAPOLIS, IND.—Comprehensive survey of the development and the current status of the printing industry. In the 800 pages is packed everything from preparing copy to drying the finished product, with every process completely explained and illustrated. The book is written surprisingly free from the technical wording which so often proves a stumbling block to even experienced tradesmen. Nothing having the remotest connection with the industry is excluded in the elucidations.

* * *

THE COUNTRY NEWSPAPER, *by Millard VanMarter Atwood;* A. C. MCCLURG & Co.; $1—This book is a "brief for the country newspaper, written by a person who for a dozen years has been a country publisher." Chapters tell what the country newspaper is, how it is made, how it is financed, its value to the community, its problems and difficulties, and its future and possibilities. It is not strictly a handbook for running a paper, but rather a medium to give residents of small cities and towns an insight into the problems with which the country editor is today confronted.

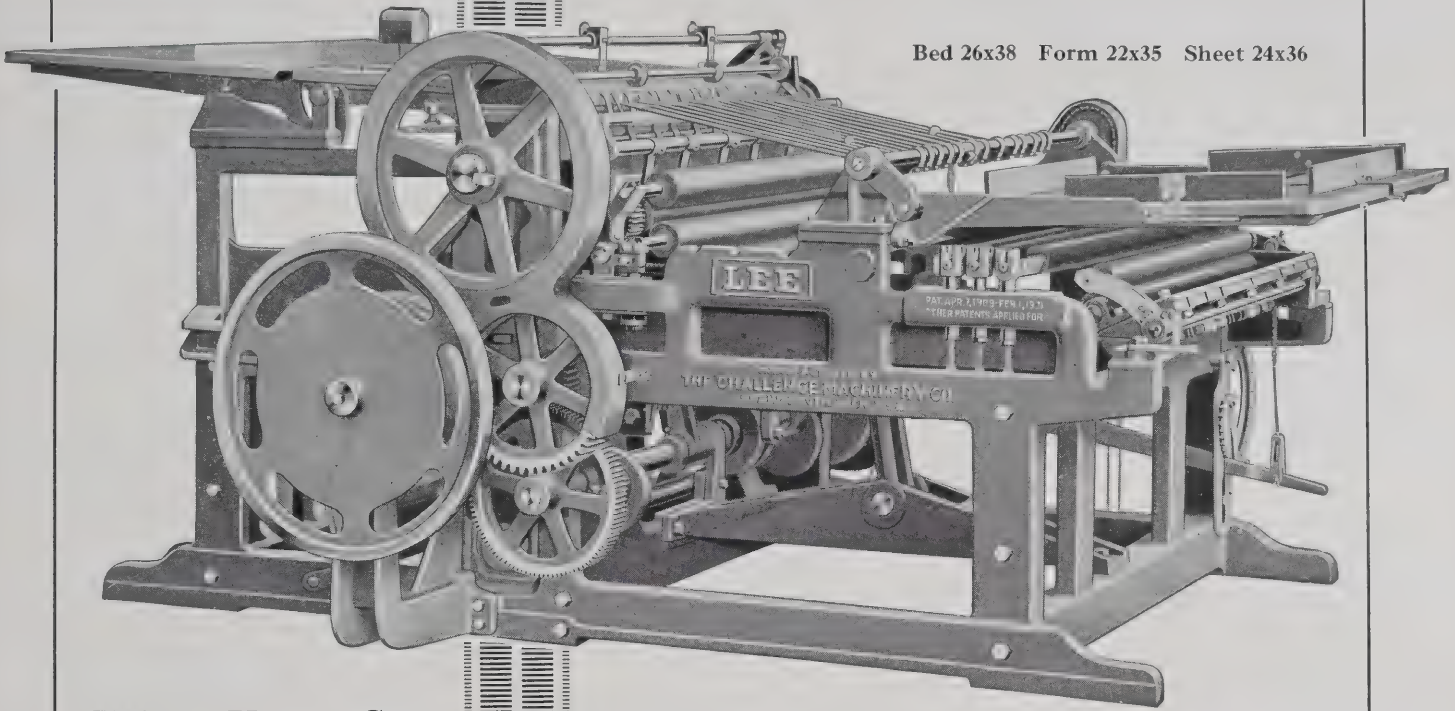
* * *

WRITING TO SELL, *by Edwin Wildman*; D. APPLETON & CO., NEW YORK; $2—Puts the "selling" angle on preparing magazine articles, news stories, features and fiction. Some of the chapter headings are "Salable Material," "Structure and Method in Articles," "The Newspaper Feature Story," "Special Magazine Articles," "The Interview," "Dialogue in Fiction," "Special Fields; What Sells." Appendices include a "Working Calendar for Writers," "How to Submit Your Manuscript," and "Prices Paid by Publications."

The Press Combining Quality, Service and Price—Creating Good Will for the maker

Backed by Thirty Years' Experience

Bed 26x38 Form 22x35 Sheet 24x36



What Users Say

"The Lee Press is one of the best buys I ever made. We have made over 300,000 impressions this summer with inexperienced help and with no trouble as to adjustment. I made no mistake in purchasing the Lee."

"The Lee Press registers to perfection. The longer we have the press, the better we like it. It not only gives the quality of product but is so simple that our apprentices can operate it. If we can be of service to you in recommending the Lee Press, let us know."

"We have found the Lee Press most satisfactory and it fills every claim you make for it, in fact it has been a greater help to us than you claimed it would be. Make ready is easy, changing ink can be done in a few minutes and it produces work of a high grade. We're mighty well pleased with the Lee Press and you may use us as a reference."

"We are much pleased with our Lee Press. The register is perfect and its bed motion is ideal mechanically and should last indefinitely. We purchased the press only after a careful investigation, having had considerable experience along these lines. The Challenge Machinery Co. have given us fine service and we cannot say too much for the press and the company."

"We want to express to you, the manufacturer, our complete satisfaction with our Lee Two-Revolution Press which has been in constant use for more than two years and worth its weight in gold to us. The 'Lee' not only turns out the expected number of impressions on our many varied forms, but the distribution and register are perfect and we are proud of the product. You are to be congratulated upon your efforts in producing such a thoroughly reliable machine and which has proven a money-maker for us since the day it was installed."

Lee Press Users are Lee Press Boosters

The Lee Two-Revolution Press

is carefully and conscientiously built in their own shops by an old-established and most favorably known company that has been manufacturing high-grade printing machinery for more than thirty years.

The LEE PRESS runs with a smooth, quiet movement, free from jar and rumble, has fine distribution, registers perfectly at all speeds, and handles all grades of work, from a small circular up to a 24 x 36 sheet in colors.

The LEE PRESS is economical in its first cost, in operation and in upkeep. It is easily and quickly handled for different jobs and delivers a superior product with a minimum effort and at a cost that shows a substantial profit on every job.

WRITE TODAY FOR PRICES AND FULL PARTICULARS

Manufactured and Fully Guaranteed by

The Challenge Machinery Co.

Main Office and Factory, Grand Haven, Mich.

CHICAGO, 124 S. Wells Street **NEW YORK, 220 W. 19th Street**

Canadian Representative: GRAPHIC ARTS MACHINERY LIMITED, Toronto

LOOKING THEM OVER : : : *By C. H. DuCloe*

Readers May Submit Newspapers for Criticism, and These Will Be Published. Write a Letter or Card Requesting Criticism, and Mail Copies. Data Used on Population, etc., are From Directories. "Deadline" is the 15th of the month.

BLACKWOOD (N. J.) BLACK HORSE RECORD—John A. Vernon, editor and publisher; W.—Your first two issues assure the community that it may expect a creditable newspaper in the future. Besides the editorials which pledge support of community movements and requesting co-operation from readers, there is a newsy and a business-like tone running through the paper that promises the reader a capable editorship. For improvement of make-up we respectfully submit the following suggestions: Break up that black line caused by running similar heads at the top of the front page by inserting boxed items, cuts, or italic heads; follow the same plan of arranging heads throughout the paper—that is, decide on either the step bank or pyramid bank type of headline; arrange ads on the right hand side of the page and in pyramid make-up; if you have enough display type, put heads on newsy paragraphs gleaned from the correspondence; run editorials on page 2 of four-page issues and on 4 of eight-page issues. Keep up the "definite editorial policy" idea.

CHILLICOTHE (O.) DAILY SCIOTO GAZETTE—James Hannan, managing editor; D.; 15,830; circ. 3,500; $7.50—Real community spirit livens the news and puts pep in the editorials of this paper. We like to get hold of a paper which is blatantly proud of its principles and accomplishments. You surely took advantage of the opportunity for tooting your own whistle in the edition announcing the new Duplex Tubular Press. Generally speaking, make-up and typography are praiseworthy. There is a tendency, however, to use a great number of 18 point two and three bank heads. We would vary the make-up with a few italic or boxed heads for stories having a human interest or feature angle. We would try to avoid running two similar heads adjacently. There are plenty of good places for your want-ads other than the editorial page. We advise shifting them to the extreme back pages and substituting one of the single-picture cartoons and a few syndicate features. Sub-heads under "Neighborhood News" are about twice as large as the top head and present a somewhat unbalanced appearance. We suggest running the names of the towns in much smaller type, boxed with a moderately fancy border or two-point lines. Better yet would be neat and appealing drawn heads.

ROGERS (Ark.) DEMOCRAT—Erwin Funk, editor; W.; pop. 3,325; circ. 1,250; $1.50—Your paper is very well arranged throughout, though we would follow the pyramid style in placing advertisements. All of the editorials should carry headlines. You ought to have some local or syndicate features on the editorial page. The Shriners Special Edition in two colors is a knockout. Excellent register of color work! The Professional Directory is a fine method of getting a goodly share of classified ads, but don't let the directory interfere with selling larger space. Run the date lines near the fold side of the sheets and put page numbers in the outside corners.

CARNEGIE (Okla.) HERALD—Harry Jolly, editor; W.; pop. 1,150; circ. 1,000; $2—Your small size doesn't seem to hinder a careful regard for pleasing typography and make-up. One of the best things in the paper is the "Community News" column for correspondence. We like the way you distinguish your editorials by using a 11 point face. You are another of the fast increasing number of papers publishing the public school paper as an adjunct to the regular edition. We hope to see you drop front page advertising some day. We wouldn't run so many small ads on the editorial page. If that page must be used for ads. insert those of uniform appearance.

KANSAS (Ill.) JOURNAL—Harry E. Covey, editor; W.; pop. 1,000; circ. ?; $2—Front page ads don't seem to mar the looks of your paper noticeably, although there is no question about the merit of excluding them altogether from that valuable position. The first thing we look for in criticising a paper is the flagstaff, and not finding any such in your sheet, we hereby advise you to lay aside three inches each week for the purpose of telling the public who you are, and what for—if for no other reason than to make things easier for us next time we receive your paper for criticism! Your correspondence is well handled, though you are a little short on home news. Isn't it a hard job getting news out of a 1000 pop. town! Congratulations on the fine lot of advertising you have. In proportion to the potential business, your results are truly remarkable. We would run dates and page numbers on every page. A few editorials a week would give 100 per cent more prestige to your paper.

WABASH DAILY TIMES-STAR—Fred L. Van Devender, editor; D.; pop. 9,900; circ. 3,000; $7.80—Ten issues convince us that publishing an excellent newspaper is a regular thing with you. Your front page is ideal for balance and general handling of news. Our only suggestion concerning the front page is that you use 14 or 18 point two-bank cap heads instead of the single-line 24 point label heads now used. It is not our business to criticise the writing of heads, but we will depart from our custom and advise more action in the smaller headlines. Epitomize the story as much as possible, instead of setting up a few words which hint at its general theme. Your advertising typography is easy to look at. Several of the ads, however, are a bit black, especially the borders. We don't agree with you in all your ideas of arrangement. We would put the classified ads in one of the last three pages, preferably the inside back page. Features, such as "Tom Sims Says", we would run on the editorial page. Your editorials should have precedence over the paragraphs which now occupy the head of the editorial column. A paper the size of yours or of any size for that matter, should never countenance the running of "write-ups" of patent medicines, or domestic efficiencies without a line designating them as advertisements. If you could afford such good looking drawn heads as that for the Daily News Letter for all of your departments, your paper would look much better. Departments such as Crop Reports, Late Market Quotations, Library Column, etc. merit "atmospheric" heads in our opinion.

COOPERSVILLE (Mich.) OBSERVER—L. W. Shears, editor and publisher; W.; pop. 950; circ 775; $1.50—Homecoming editions and other special issues of newspapers are getting to be quite the thing and we receive more and more of them every month for review in this column. The Homecoming edition of The Coopersville Observer is a good example of what is possible in the line of special issues. It is well illustrated, its stock is excellent press work is good, and ads are profuse. Editorially, the edition is well handled, even going so far as to print a picture-history of the old home town. When we say "editorially," however, we are not thinking of the editorials. Search as we may on the editorial page we can find no evidence of strictly editorial comment on what the edition of the Homecoming is all about. We are still at a loss to know how the editors stand on this, and suggest that in the next special issue they use the editor's space beneath the flagstaff for such expression.

STANDISH (Mich.) ARENAC COUNTY INDEPENDENT—H. M. Myers, F. E. Perlberg, publishers; W.; pop. 800; circ. 2,360; $1.50—Hold tight while we shake your paper. Put the feature section in the last part of your paper. Start off page one with news, such as page one of section two. This page is O. K. for make-up. Discard that standing sport head and set up a 24 point bold headline in a plain box instead. Do the same thing with the "Want Ads" head. Most of the borders in your ads are either too heavy or too fantastic. Set up a one-column flagstaff on page four and right below it, reserve space enough for one or two local editorials. You have plenty of fine features and a funny column for the rest of the editorial page. We noticed an 8¼ inch, 4 column ad inserted by the sheriff: This testifies that you certainly are on the job when it comes to business. Most sheriffs want free notices stuck all over the paper.

STURGIS (Mich.) DAILY JOURNAL—Mark P. Haines, editor; D.; pop. 6,000; circ. 2,750; $7.80—The special souvenir edition issued in commemoration of removal into your new home is one of the neatest jobs of its kind we have seen in a dog's age. Make-up and editorial content are equally excellent. And the splendid pictures clinch the argument. In your other issues the column of "Seen and Heard About Sturgis" coupled with the metropolitan style of make-up on the front page strikes us as a good plan to follow in a city the size of Sturgis. We would put the editorials on page four, considering the average size of your paper. You have the right idea of an editorial page—good, home-made editorials with a few good features and a cartoon. Correspondence well-handled. Some of your headlines "editorialize"—that is, they imply the viewpoint of the editor.

ADDISON (N. Y.) ADVERTISER—L. J. Seely, editor; W.; pop. 1,700; circ. ?; $1.50—The appearance of your front page is impaired by the unhandsome black line of heads across the top. Relieve this condition by using boxed items or smaller heads of a different face. Liven up the lower half of the front-page with heavier headlines. Your plan of putting the running title and date line at the top of the first column of each page is commendable. Inking is poor in both issues received, but your good stock saved the day. Once more we say, "arrange your ads in pyramid style."

HARDIN (Mo.) NEWS—Ernest Dale and Fred M. Sanderson, editors; S-W.; pop. 850; circ. 1,450; $1.50—You have your nerve publishing a semi-weekly paper in a town of less than 1000 population! But by the looks of your first issues it seems you'll make a go of it. The make-up of your front page is excellent. Several of the issues received, however, were inked rather lightly, which detracted from the tasteful typography. We are sorry to see your excellent paper numbered among the many which do not supply editorials in every issue. You could use a few more features, both local, and mat or plate.

JAMESTOWN (Kan.) KANSAS OPTIMIST—Walter A. Carlisle, editor; W.; pop. 500; circ. 1,000; $1.50—Boxed items in the second and fifth columns on the front page would relieve the solid black lines which flank your central cut. You could place the main headlines in these columns below the boxes. Editorial page fine, only don't sandwich "Echoes From the Hills" between columns of advertising. We think you waste too much space announcing the fact that page four is devoted to Scottsville. The standing head need not be over 30 points.

HARRISONVILLE (Mo.) CASS COUNTY DEMOCRAT—Edgar R. Idol, editor; W.; pop. 2,000; circ. 4,200; $2—Your plan of running a 20 point Cheltenham bold cap line at the top of page one in ever section of your Christmas Shoppers' Edition is good. It is an economical departure from the practice of many editors who insert the regular front page standing title in every section. Outside of the fact that you departmentize your news too extensively, by putting almost every story under Local and Personal News, there is nothing seriously wrong with your make-up. Next year, put your editorial page in section one and put heads on your editorials.

NEGAUNEE (Mich.) IRON HERALD—Fred Dougherty, editor; W.; pop. 7,400; circ. ? $2—Fiftieth anniversary number celebrates the occasion very well. The section devoted to a reproduction of the first Iron Herald is a good feature, and no doubt provoked plenty of favorable comment from the old folks. You seem to have unwarranted fondness for boxed headlines. Many of the stories now graced with 8 point Gothic headlines would appear better if supplied with larger ones. John Meyer send his regards to an old Milwaukee, (Wis.) Evening Wisconsin colleague!

PALMERTON (Pa.) PRESS—G. R. Elliston, managing editor; W.; pop. 7,200; circ. (?); $2—Front page shows earnest efforts to make it as presentable as possible. And you have succeeded very well. In your efforts to make the front page appeal to a wide variety of readers, we would not advise you to insert verse, such as that in your issue of Nov. 29. Make the front page a news page, strictly, even excluding the subscription blanks and free vote coupons. Have running title and date lines on every page. Use two-bank, two-line heads more frequently. Your editorial page also shows an interest in typographical effectiveness. It would be perfect but for the classified ads, which should be in the back pages. Good press work and stock makes your paper easy reading.

QUARRYVILLE (Pa.) Sun—Howard Reynolds, editor; S-W.; pop. 850; circ. 1,300; $2.50—Your front page is well laid out but the lack of larfge heads takes the kick out of it. Considering your small supply of display type, however, you do remarkably well all through the paper. Number and date each page, together with a running title. Use more of the two bank heads, and box some of the small items to brighten your pages.

(TURN TO PAGE 44)

Incorporated
November 16th, 1898

The Barnes-Crosby Company had at that time ten employees and occupied a floor space of less than one thousand square feet. At the present time the employees number about three hundred and the floor space occupied by the various departments exceeds forty thousand square feet.

This growth has been accomplished only by the superiority of our organization, its quality and service rendered. Our *Advertising Art* and *Photograph Studios,* with specialists in all branches of Illustrative Art, are perfectly equipped. Our *Photo-Engraving* and *Mechanical Departments* produce the best in printing plates, made for Black and White or Color Printing.

For years our customers have been acquainted with our old entrance at 226 West Madison Street and while we have not moved, we have changed our address to 9 North Franklin Street, right around the corner from our old entrance.

You are cordially invited
to visit our establishment

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.

PRINTER-JOURNALISTS IN THE MONTH'S NEWS

NEW ENTERPRISES, PLANTS AND OFFICES

Culver City (Calif.) Daily Star—Started by W. R. Smith.
Los Altos (Cal.) Star—Weekly, H. G. Copeland, formerly Mountain View Leader.
Menlo Park (Calif.) Recorder—Incorporated for $25,000 by Thomas B. Nichols, Landon K. Foxworthy, and H. G. Spotswood.
Newport Harbor (Calif.)—H. E. Hoard, 80, brother of late Gov. W. D. Hoard of Wisconsin, sells Montevidio (Calif.) News, and may enter new printing venture.
Santa Paula (Calif.) Daily Chronicle—McPhee & Co.
Weed (Calif.) Review—New paper established by F. H. Livingston and H. B. Campbell.
Christopher (Ill.) News—Established by Wm. D. Harrington; weekly.
Dundee (Ill.) Valley News—Published by Miss Irma Dupre and issued from the plant of the old Dundee Hawkeye.
Joliet (Ill.) Commonwealth—Commonwealth Printing Co.; issued on Thursday.
Waynesfield (Ill.) pop. 650—C. H. Jones, P. O. Bx. 15, Waynesfield, Ill. advises weekly newspaper is wanted there.
Crothersville (Ind.) Index—By J. C. Stoddart formerly of Westport, Ind.
Eaton (Ind.) Enterprise Press Co.—$10,000 corporation; weekly paper and job office.
Frankton (Ind.) News.—Started by Clayton W. Miles.
Shelby County Farmer, Harlan, Ia.—By Harry E. Blair.
Cuba (Kan.) Tribune—By A. H. Gager, formerly of the Linn (Kan.) Digest.
Capitol Heights (Md.) Review—Edited and published by Geo. Finger. Printed by W. H. Anglin of Hyattsville.
Clear Springs, Md.—Geo. C. Huber of Hancock (Md.) News plans new paper.
Flint (Mich.) Daily Herald—Incorporated for $50,000; LeRoy Latshaw, 1227 South Saginaw St.
Onsted (Mich.) Outline—By Allen and Allen.
Olmstead County Tribune, Rochester, Minn.—By W. H. Smithart.
Osseo (Minn.) Press—By L. D. Wilcox.
Sauk Centre (Minn.) News—By B. W. Clabaugh formerly of the Fairmount (N. D.) News.
Pascagoula (Miss.) Progress—By J. A. Vautraut of Mobile, Ala.
Rockville (Mo.) Leader—Thomas Daniel of the Montrose Tidings.
Wellington (Mo.) Review—Stephen A. Frazee.
Uehling (Neb.) Press—New paper by G. Weber, formerly Craig (Neb.) Radio, discontinued.
Berlin (N. H.) Mail—First appearance, Nov. 15.
North Carolina Publishing Co., Jefferson, N. C.—Newspaper, by D. Clinton Nance, T. C. Bowie and others; capital $100,000.
People's Press, Hillsboro, O.—First addition Nov. 7; J. S. Kerns, managing editor.
Anadarko (Okla.) Record—By W. T. Hughes.
Cushing, Okla.—Cushing Publishing Co. to start new daily; Lou S. Allard, Dumright (Okla.) Evening Derrick, business manager; cap., $25,000.
Fort Cobb (Okla.) Express—C. C. Colbert.
Picher (Okla.) Daily Post—Chas E. Brown on Dec. 17.
Ponca City (Okla.) Daily Journal—Kay County Publishing Co.
Stratford (Okla.) Star—Watrus Bros.
Tahlequah (Okla.) Republican Star—Publisher, Henry Ward; Editor, D. J. Wilson.
Tishoningo, Okla.—M. S. Meisenheimer plans new farm labor union paper.
New Castle (Pa.) News—Housewarming Nov. 28.
Scottdale (Pa.) News—C. H. Grove, editor; E. R. Hernley, business manager.
Warren (Pa.) Tribune—Warren Publ. Co.; Glenn Chapel, president; LeRoy Chapman, treasurer; C. P. Hollanger, secretary; ev. daily.
Kelso, Wash—Hal S. Smith, formerly Mt. Vernon (Wash.) Herald opens printing business.
Langley (Whidby Island, Wash.) Whidby Record—Started by Frank Niles, formerly Granite Falls (Wash.) News.
Sioux Lookout, Ont., Can.—W. J. Westran, weekly and job plant.
Lucky Lake (Sask.) Review—W. H. Hall.

ADDITIONS, REBUILDINGS, NEW HOMES

Sitka (Alask.) Tribune—New offices in Bayview bldg.
Ashdown (Ark.) News—Graves & Graves, new quarters.
Artesia (Calif.) News—Wellington Green, moved.
Gardena (Calif.) Reporter—To build.
Orlando (Fla.) Reporter-Star—Plans $15,000 building adjoining the present plant.
Chicago (Ill.) Tribune—Tower to be started soon. Financed by Prudential Insurance Co.; $4,300,000.
Our Sunday Visitor Publ. Co., Huntington, Ind.—$60,000.
Halstead (Kans.) Independent—E. J. Bookwalter, complete.
LaCygne (Kan.) Journal—Enters new plant, replacing burned building.
Pittsburg (Kan.) Sun—Installing 16-page Hoe Rotary and dry mat dept.; H. A. Scow now editor.
Malden (Mass.) Evening News—New building in spring.
Quincy (Mass.) Enterprise-Journal—Paper to be changed to daily; Plan new building; Simon Swig, publisher.
Dearborn Publishing Co., Dearborn, Mich.—Laying out large new plant.
Escanaba (Mich.) Daily Mirror—To improve business and editorial departments; web press installed.
Crookston (Minn.) Polk County Leader—Entered new building.
Luverne (Minn.) Herald—Extensive improvements being made; A. E. Moreaux.
Greensboro (N. C.) News—Plan new building; Aug. 1, 1924.
Logan (O.) Republican—A. E. Huis erecting new building.
Canova (S. D.) Herald—Dean C. Trippler, housewarming, Dec.

CHANGES IN MANAGEMENT

Dawson (Alask.) News—O. F. Castner, business manager, buys winter mail contract, Whitehorse-Yukon route.
Jacksonville (Ala.) Argus—L. T. Proctor, McRae, Ga., buys part interest of C. R. Walker, editor.
Montgomery (Ala.) Advertiser—Chas. H. Allen, publisher, resigns.
York (Ala.) Journal—S. E. Hill sold to Hill & Burton.
Blytheville (Ark.) Courier—Bought by Conrad N. Church of Ann Arbor (Mich.) Times-News; Dec. 1.
Gould (Ark.) Gazette—Purchased by M. A. Bridewell from W. M. Stuart.
Little Rock (Ark.) Daily News—Interest purchased by L. B. Myers, Daily Ardmoreite, Ardmore, Okla.
Burlingame (Calif.) Star—Bought by J. D. Dean from D. A. Weir.
Clear Lake Press, Lakeport, Calif.—L. B. Lawrence buys from W. R. Joyes.
Colton (Cal.) Courier—Bought by Frank S. Hosfeldt of Rialto, owner of Rialto Record, Highland Messenger and Bloomington News, all printed at Colton.
Compton (Calif.) Enterprise—Bought by the Long Beach Sun; to be Compton Morning Sun.
Fort Bragg (Calif.) News—E. E. Burrows, formerly Springdale (Wash.) Reformer, becomes publisher.
Fresno (Calif.) Bee—Geo. S. Smith, former business manager of Herald, becomes publisher.
Los Angeles (Calif.) Daily News—Chas. T. Shearer, Treas., and Bus. Mgr.; Geo. C. North, Assistant Bus. Mgr.; Fred N. Shorey, Managing editor; Douglas Turney, City editor. Published by Cornelius Vanderbilt, Jr.
Manteca (Calif.) Bulletin—Purchased by Geo. D. Murphy.
Oceonside (Calif.) News—Purchased by James R. Welch from C. G. Campbell.
Pacific Grove (Calif.) Daily Review—Leased to Wilson J. Thyes and Elbert Neish.
San Fernando (Calif.) Democrat—Purchased from J. E. Hillenbrand by J. S. Holden, editor; now San Fernando Valley Leader.
Santa Barbara (Calif.) Daily News—J. V. McClatchy, formerly of Fresno (Calif.) Bee appointed business manager.
Crawford (Colo.) Chronicle—Bought by its former owner W. J. Wood and leased to T. J. Holmes.
Kim (Colo.) County Herald—Bought by H. Lee Waters from W. C. Byers and C. R. Johns.
Sanford (Fla.) Daily & Weekly Herald—Bought from R. J. Holly and H. A. Neel by Reese Combs, R. L. Dean, and R. H. Berg of Miami, Fla.
Sarasota (Fla.) Times—Sold by Edward Cowles to Stanley J. Dyer.
Payette (Idaho) Independent—Bought by L. I. Purcell of Wesiser (Idaho) Signal.
Soda Springs (Ida.) Chieftan—Bought by Ralph H. Kelly from J. W. Work.
Stites (Idaho) Enterprise—Bought by J. R. Dunphy; new name Idaho County Enterprise.
Fulton (Ill.) Journal—Sold by M. M. MacKinnon & Son to Arthur A. Bentley of LaCrosse, Wis.; and R. F. Bastian and Charles Wilcox, employes.
Moline (Ill.) Daily Dispatch—Harry Sward appointed business manager to succeed the late John Sundine.
Morton, Ill.—Johnson Prtg. Co. has taken over San Jose Journal, Elmwood Gazette, Yates City Banner, A. R. Johnson joining his brother at Morton in the Johnson Prtg. Co.
Mt. Vernon (Ill.) Register—Edwin Rackaway buys of Norman J. Sugg; Wkly.
Creaston, Ia.—Jesse W. Halden, formerly Indianola Record, buys M. L. Burt commercial printing office.
Delmar (Ia.) Journal—Bought by J. Bush from O. W. Babcock.
Dexter (Ia.) Sentinel—Purchased by E. A. Place.
Jefferson (Ia.) Bee—V. H. Lovejoy sole publisher; Paul H. Stillman to Elmira, Calif., to operate job plant with brother.
Lenox (Ia.) Time Table—Clarence W. Bryant buys of Carson Williams.
Manilla (Ia.) Times—Mrs. J. J. McDermott, widow of publisher, assumes charge, assisted by O. C. Osterholm, editor.
Oxford (Ia.) Leader—W. E. Harrington of Maxwell (Ia.) Tribune, buys; Mr. Barnes purchases Sleepy-Eye (Minn.) Herald-Dispatch.
Wapello (Ia.) Tribune—Bought by R. G. Hawkins, editor of the Wapello Republican.
Westport (Ind.) Courier—Sold to Dewey Hagan & Co., by J. C. Stoddard.
Baxter Springs (Kan.) Citizen—W. H. Woodhouse purchases half interest from A. E. Pfemmer.
Madison (Kans.) News—Bought by Harry V. Baxter from Eugene Kelley.
Manhattan (Kans.) Morning Chronicle—Harry F. Parsons, publisher; takes over Manhattan Mercury and Manhattan Weekly Republican from F. N. Seaton; Seaton, publisher; Parsons, manager.
Minneola (Kans.) Record—F. R. Wyatt to become partner with S. H. Graves.
Muscotah (Kans.) Record—Bought by C. E. Hunsaker.
Pratt (Kans.) Republican—A. A. Cochran again in charge.
Salina (Kans.) Daily Union—L. F. Brewer becomes part owner and vice-president of the company.
Towanda (Kans.) Times—Sold to J. M. Baine by O. T. Tedrick.
J. N. See has consolidated the Utica (Kans.) Enterprise with the Ransom Record.
Sykesville (Md.) Herald-Messenger—W. S. Church succeeds J. W. Neel as manager.
Haverhill (Mass.) Gazette—Wm. Paige appointed business manager, succeeding the late James Moran.
Iron Mountain (Mich.) Free-Press—Merged with Niagara (Wis.) Journal; stock company; R. R. Elliott.
Lawrence (Mich.) Times—Purchased by L. C. McMillen from F. J. Perrin. Staff includes L. C. Wyatt of Sturgis and Claude Martin of Lawrence.
Adams (Minn.) Review—Bought by Lawrence Nelson from Joseph A. Schneider.
Appleton (Minn.) Independent—Purchased by M. H. Galer, publisher of the MacGregor Pilot.
Duluth (Minn.) News-Tribune—Chas. R. Adams of Minneapolis, buys interest, elected vice-president; R. N. Chaffee, secretary. Milie Burnell, 23 years publisher, retires. James E. Rockwell now president.

(TURN TO PAGE 36)

LACLEDE OLDSTYLE

A COMPOSITE OLDSTYLE ROMAN DESIGN

CONCEIVED IN THE DESIRE
TO EMBODY IN ONE DESIGN THE BEST FEATURES
OF MANY OLDSTYLE ROMAN TYPES OF
JENSONIAN ORIGIN

72 Point Job Font 3A 4a Weight Font 50 Pounds

Gifted

60 Point Job Font 3A 6a Weight Font 50 Pounds

Musket

48 Point Job Font 5A 9a Weight Font 50 Pounds

Extra Sail

42 Point Job Font 5A 10a Weight Font 50 Pounds

Best Effect

36 Point Job Font 6A 10a Weight Font 25 Pounds

Useful Series

30 Point Job Font 7A 14a Weight Font 25 Pounds

Note Mailed

24 Point Job Font 8A 16a Weight Font 25 Pounds

Optional Quest

18 Point Job Font 12A 23a Weight Font 20 Pounds

PRAISE HELPING
Remarkably Pleasant

12 Point Job Font 21A 40a Weight Font 20 Pounds

INTRODUCE DESIRABLE
Type face to master craftsmen

10 Point Job Font 24A 48a Weight Font 20 Pounds

TYPOGRAPHICAL ARTISTRY
Easier of achievement when using
this versatile type series prudently

8 Point Job Font 27A 54a Weight Font 20 Pounds

ORIGINATE DISTINCTIVE EFFECTS
Using this adaptable Laclede Oldstyle face
for setting your advertisement $1234567890

6 Point Job Font 29A 58a Weight Font 20 Pounds

BARNHART BROTHERS & SPINDLER TYPE
Founders present for your approval this delightfully
expressive addition to their family of types that talk

14 Point Job Font 17A 34a Weight Font 20 Pounds

Evenness of tone in type design, close fitting
of the characters, thin and uniform spacing,
effect the even color of the ideal book page;
and the fine old Jensonian fifteenth century
model is the criterion of all the bibliophiles

BARNHART BROTHERS & SPINDLER

FOUNDERS OF SUPERIOR COPPER-MIXED TYPE
MERCHANTS OF SUPERIOR EQUIPMENT FOR PRINTERS

CHICAGO WASHINGTON, D. C. DALLAS OMAHA SEATTLE
KANSAS CITY SAINT LOUIS SAINT PAUL VANCOUVER, B. C.

JOURNALIST-PRINTERS IN THE MONTH'S NEWS

(CONTINUED FROM PAGE 34)

Gully (Minn.) Advance—Sold to T. A. Cashman by J. B. Sprague.

North Branch (Minn.) Review—Sold to Chas. D. Blakeslee by Elias Nordgren.

Oslo (Minn.) Tribune—Purchased by J. B. Sprague, publisher of Gully (Minn.) Advance. It is reported that the plant may be moved to Middle River.

Sleepy-Eye (Minn.) Herald-Dispatch—Bought by W. E. Barnes, who has sold Oxford (Ia.) Leader to W. E. Harrington of Maxwell, Ia.

Spicer (Minn.) Green Lake—Bought A. J. Anderson from Miss Florence Henderson.

Birch Tree (Mo.) Herald—Paul Herter buys from H. L. Gobble.

Blue Springs (Mo.) Herald & Grain Valley News—Bought by E. L. Wicks, editor Mendon Constitution.

Cass County (Mo.) Leader—Bought by Ralph G. Bray former editor of Bunceton (Mo.) Eagle from Michael O'Hern, receiver. The paper suspended several months ago.

Forsyth (Mo.) Rayney County Republican—W. E. Freeland sold half interest to Ray King.

Marceline (Mo.) Herald—Bought by Harry C. Webster from L. B. Whipple; Paul J. Brindel, Mgr.

Lathrop (Mo.) Optimist—Sold to Dwight L. Miller.

H. B. Graves buys Ellisville (Miss.) Progress, and Ellisville (Miss.) Item; consolidated; new name Ellisville (Miss.) Progress-Item; new machinery added.

Jackson (Mo.) Missouri Cash-Book—R. K. Wilson succeeds Joseph Myer as publisher.

Salt Lake City (Mo.) East Salt Lake Times—Wendell B. Lyman succeeds E. J. Glade as publisher, changed name from Sugar House Times.

Seneca (Mo.) Dispatch—Sold to F. L. Gillespie former owner of the Sarcoxie Record.

Silex (Mo.) Index—Bought by J. W. Welch from O. L. Hennegar.

St. Joseph (Mo.) Press—R. D. Van Alstin, from Mansfield (O.) News, named business manager; W. Boeshans, resigned.

Stockton (Mo.) Journal—Bought by J. H. Bryan from F. L. and H. E. Church.

Taney County Republican, Forsyth, Mo.—Half-interest bought by J. R. King from W. E. Freeland.

Bartley (Neb.) Inter-Oceon—Bought by Thomas McCannon from T. M. Casad.

Curtis (Neb.) Enterprise—Purchased by M. C. Smith from B. K. Schaeffer.

Plainview (Neb.) News—J. F. Gunthorpe buys interest of partner R. C. Harper.

W. D. Edson, owner of the Red Cloud (Neb.) Argus buys The Chief owned by A. B. MacArthur; consolidated.

Shickley (Neb.) Herald-Sentinel—Purchased by V. D. Johnston from Oscar L. Larson.

Kenesaw (Neb.) Progress—Sold to E. E. Stansberry by H. B. Pickering.

Plainview (Neb.) News—R. C. Parker has sold his interest to his partner, J. F. Gunthorpe.

Bergen Evening Record, Hackensack, N. J.—Russell L. Binder appointed general manager.

Montclair (N. J.) Herald—Blanchard M. Preble, former publisher Staten Island (N. Y.) Advance, purchases; to make this weekly a daily in spring.

Johnson City (N. Y.) Herald—Purchased by B. Franklin Waite from Vivian Bradbury.

Ogdensburg (N. Y.) Republican-Journal—Purchased by A. E. Sansoucy from F. Packard Palmer and Samuel D. Palmer.

Staten Island (N. Y.) Advance—Blanchard M. Preble resigns as publisher.

New York (N. Y.) Evening Post—Bought by Cyrus H. K. Curtis.

Ashley (N. D.) Tribune—Now published by Dave Larin.

Walsh County Record, Grafton, N. D.—Sold to Rilie R. Morgan for $15,000.

Columbiana (O.) Ledger—Bought by J. C. Jolly, past president of Arkansas Press Assn.

LaRue (O.) News—Purchased by E. E. Blazer, Marion (O.) Star; to be issued every Thursday.

Luckey (O.) Herald—Bought by Geo. L. Barnes from Fred C. White.

Niles (O.) Independent—Harry R. Marlow, publisher.

Adair (Okla.) County Gleaner—C. B. Smith purchases interest; to manage with J. S. Wagle.

Bristow (Okla.) Tribune—Thomas S. Harris, Bristow attorney, purchases interest.

Buffalo (Okla.) Republican—Taken over Rosston News subscription list. Lee & Thompson, publishers.

Duke (Okla.) Tribune—Purchased by Elery L. Ervin formerly of the Butler Herald.

Erick (Okla.) Advertiser—R. Wayman McCreery becomes equal partner with David E. Young.

Major County Democrat, Fairview, Okla.—Sold to R. A. Webb by John Disbrow.

Gage (Okla.) Record—Leased from D. G. Fields by D. Brazell of Topeka.

Gracemont (Okla.) Herald—Recently taken over by Mrs. Hallie Ellis from Frank J. Wingo.

Oklahoma Sun, Hartshorne, Okla.—Purchased by J. Gladston Emery from T. W. Hunter.

Henryetta (Okla.) Daily Record—Plant leased by O. P. Nash and F. H. Blackford.

Hugo (Okla.) Daily News—Purchased by W. E. Schooler of the Hugo Democrat.

Peabody (Okla.) Gazette-Herald—Sold to O. Jollifee by Oscar Stauffer.

Sapulpa (Okla.) Daily Sun—Sold to W. H. Martin and A. L. Tubb. Name will be changed to the Morning Sapulpan.

Stigler (Okla.) Beacon—Leased by Nash & Blackford from R. Hogan.

Verden (Okla.) News—Bought by F. E. Forgy.

Craig County Gazette, Vinita, Okla.—P. B. Vandament repurchases paper.

Walter (Okla.) Times—Purchased by Lon Boynton; to be consolidated with the Herald.

Waupanucka (Okla.) World—Bought by M. S. Meisenheimer; plans Farm Labor Union weekly in Tishomingo, Okla.

Hillsboro (Ore.) Argus—Half-interest bought by W. B. McKinney, now publisher.

Reedsport (Ore.) Port Umpqua Courier—Bought by Earl C. Brownlee.

Vale (Ore.) Malheur Enterprise—Interest bought by Chas. K. Crandall of Vale. W. S. Brown continues as superintendent.

Eldred (Pa.) Eagle—Bought by A. A. MacDonell and W. A. Randall of Oleon.

MIKE NASH, NEWSPAPER COMPOSITOR SINCE 1866

MICHAEL F. NASH, 70, AT WORK

MICHAEL F. NASH, ad-compositor of the Columbus *Ohio State Journal*, has been at it for 57 years, according to a story in the *Ohio Newspaper* of the Ohio University Dept. of Journalism, whose cut is here reproduced. He started in the printing business in Ingersol, Ont. Greeley was a candidate for president when Mike came to the *Ohio State Journal*, in 1872. He has set up stories about a "new-fangled thing called a bicycle"—more stories about the remarkable invention of Thomas Edison's which gives light out of a bottle-like affair, the electric light, the auto, radio—stories without end, all chronicling the march of the world from 1866 to 1923.

Pittston (Pa.) Press—Control bought by Frank Kennedy; Wm. H. Hughes remains in the mechanical dept.

Scranton (Pa.) Sunday Telegram—Sold to C. H. Derby, its former editor.

Aberdeen (S. D.) Journal—Bought by C. D. Kimball of Aberdeen News; consolidation.

Hot Springs (S. D.) Times-Herald—Bought by W. E. Latham of Edgemont from Mrs. W. T. Harrison; Lena Wilcox in charge.

Huron (S. D.) News—Clarence Best purchases; LeRoy Boggs to open job office.

Mellette (S. D.) Tribune—Oscar Axtell becomes publisher succeeding late O. B. Axtell, his father.

Brady (Tex.) Sentinel—Sold to Kavanaugh and Moore by M. S. Sellers.

Canadian (Texas) Record—Traded by L. P. Loomis to F. S. Pavitt for similar property in Torrington, Wyo.

Collinsville (Tex.) Weekly Times—Purchased by D. R. Huffaker; editor.

Comfort (Tex.) News—Sold to A. R. Kehoe by V. J. McAteer.

Grand Saline (Tex.) Sun—Bought by Cranfill H. Cox; to be consolidated with Grand Saline Salt Shaker.

San Juan-Alamo (Tex.) Sentinel—Purchased by T. E. Thompson.

Weatherford (Tex.) Democrat—R. L. Stanley becomes part owner and business manager.

West (Tex.) Weekly News—Bought by W. M. Woodall from Terrell Publishing Co.

Logan (Utah) Republican—Bought by James C. Allen, Jr., and Edwin Bench. May change from tri-weekly to daily.

Norton (Va.) Daily Progress—Bought by P. T. Atkins, of The Sun, Pineville, Ky.

Springdale (Wash.) Reformer—Now published by C. F. Lake formerly Reardon (Wash.) Gazette; E. E. Burrows left to publish Fort Bragg (Calif.) News.

Vancouver (Wash.) Columbian—E. N. Blythe becomes partner with Herbert J. Campbell.

Winlock (Wash.) News—Bought by M. L. Spencer, dean of University of Washington School of Journalism; Harold J. Dibbs, mgr.

Morgantown (W. Va.) Post—Bought by H. C. Greer of Morgantown and

(TURN TO PAGE 38)

OUR MEN

ARE TRAINED TO A DEGREE BEYOND WHICH IT WOULD BE DIFFICULT FOR ANY GROUP OF MECHANICS TO GO • A MAJORITY OF OUR MECHANICS HAVE BEEN WITH US FROM FIVE TO FIFTEEN YEARS • • SOME TWENTY • SOME TWENTY FIVE • AND QUITE A NUMBER THIRTY YEARS • • • THE GOSS PRINTING PRESS COMPANY • CHICAGO, ILL.

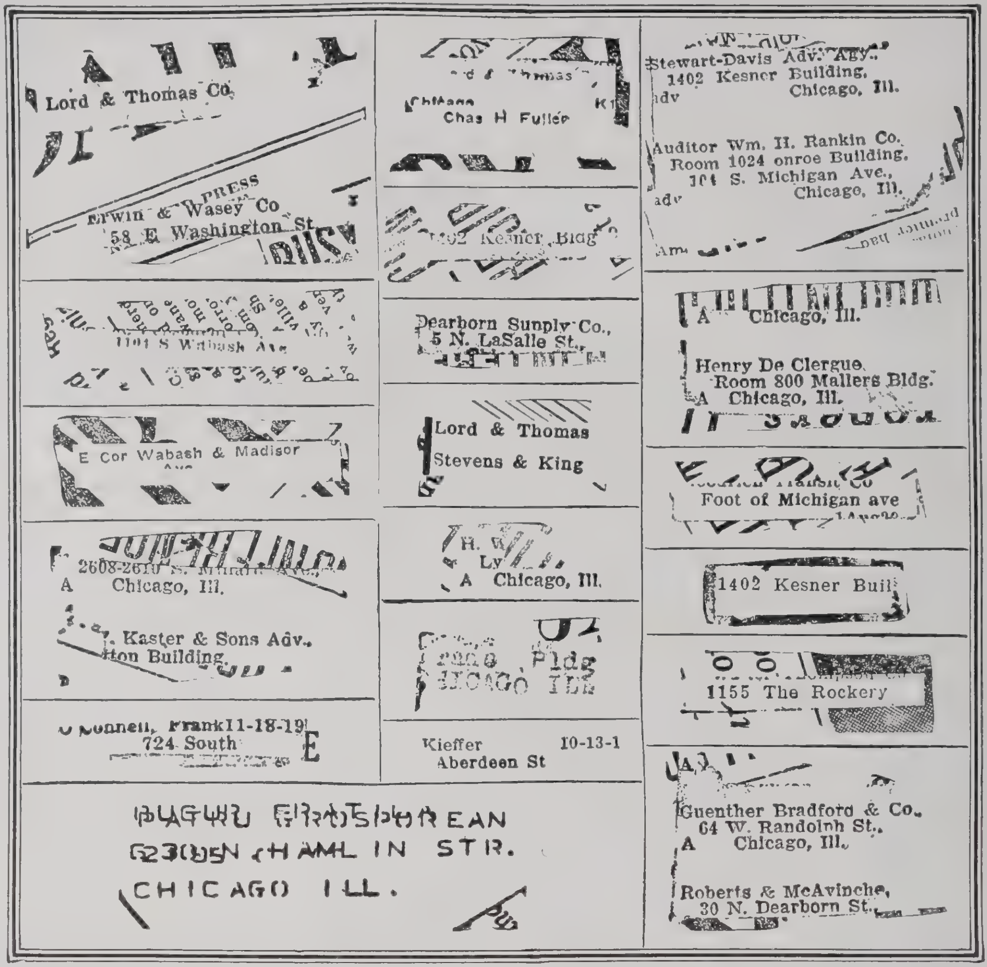
* * *

THEIR DAILY TASKS ARE SUCH AS TO DEVELOP THE HIGHEST DEGREE OF SKILL AND PRIDE IN THEIR CRAFTMANSHIP • THE HARMONIOUS CONDITIONS WHICH HAVE ALWAYS PREVAILED SERVE TO DRAW AND HOLD THE BEST MECHANICS IN THE COUNTRY

Why "They" Kick and Mails Are Delayed

This illustration is reproduced by Courtesy of the Postmaster of Chicago, head of the most centrally-located of the great Postoffices of the World.

Here are Samples of Addressing Taken in the Run of Second-Class Mail.


Lord & Thomas Co.
PRESS
Erwin & Wasey Co
58 E Washington St
Chas H Fuller
Kesner Bldg
1101 S Wabash Ave
E Cor Wabash & Madison
Chicago, Ill.
Kaster & Sons Adv.
Building
O'Donnell, Frank 11-18-19
724 South
Stewart-Davis Adv. Agy.
1402 Kesner Building,
Chicago, Ill.
Auditor Wm. H. Rankin Co.
Room 1024 onroe Building.
104 S. Michigan Ave.,
Chicago, Ill.
Dearborn Supply Co.,
5 N. LaSalle St.,
Lord & Thomas
Stevens & King
Chicago, Ill.
Henry De Clergue
Room 800 Mallers Bldg.
Chicago, Ill.
Foot of Michigan ave
1402 Kesner Buil
1155 The Rockery
Kieffer 10-13-1
Aberdeen St
CHICAGO ILL.
Guenther Bradford & Co.
64 W. Randolph St.
Chicago, Ill.
Roberts & McAvinche,
30 N. Dearborn St.

Cut by Courtesy of
Addressograph Co.

N-E-W-S

(CONTINUED FROM PAGE 36)

Pittsburgh. J. L. Keener, president Morgantown Post Co., retired.

Stratford (Wis.) Journal—Grant H. Lawton leaves; Frank R. Otto sole owner.

Big Valley (Alta.) Times—Plant leased by Stewart Fullerton from E. Birtwistle.

Hamilton (Ont.) Herald—Purchased by W. F. Herman, proprietor of the Windsor, Ont., Border Cities' Star.

Hamilton (Ont.) Herald—Purchased by W. F. Herman, publisher of the Windsor (Ont.) Star.

Broadview (Sask.) Express—Purchased by A. T. White formerly of Maple Creek, Sask.

FIRES, WRECKS, FLOODS, ETC.

Lansford (N. D.) Journal—Burned; rebuilding.

Rocksprings (Tex.) Leader—Burned out; R. Dollahite, owner.

Almond (Wis.) Portage County Press—Burned out.

CHANGES IN PUBLICATION, DATES, ETC.

Andalusia (Ala.) Star—Semi-weekly to daily; Oscar M. Duggar, editor.

Herrin (Ill.) News—Hal W. Trovillon, editor; weekly to semi-weekly.

Zenda (Kan.) Journal—Moved by Clyde Walters from Nashville, Kan.

Wilson (Okla.) Weekly Democrat—Now tri-weekly; W. K. Barrett, editor.

Provo (Utah) Daily Herald—Evening to morning.

Bremerton (Wash.) American—H. W. Fredericks; moved from Charleston; changed to semi-weekly, Tuesday and Friday.

Kamloops (B. C., Can.) Standard-Sentinel—Changed from semi to weekly, Thursdays.

7—MANUFACTURERS, SERVICES, DISTRIBUTORS

David Atwood, Madison, Wis.—Reappointed state editor of public printing, Wisconsin.

American Tobacco Co., New York—Frank W. Harwood becomes advertising manager, Jan. 1; formerly General Cigar Co.

Universal Press Syndicate—Formerly American Trade Press Syndicate; 522 Fifth ave., New York.

American Writing Paper Co., Holyoke, Mass.—C. Leslie Barnum, office manager, resigns.

Bermingham & Prosser Paper Co., Chicago—James P. Tyrrell, formerly of Weir Bros., joins sales dept., high grade papers.

Calcasieu Mfg. Co.,. Elizabeth, La. (Kraft)—Dick Crotteau becomes sales manager, 30 N. LaSalle st., Chicago.

Cleveland Folding Machine Co., Cleveland, O.—New, large New York offices 932-35 Aeolian Bldg.; E. E. Rodewald joins staff of R. K. MacNeal; New York, Mgr.

Hammermill Paper Co.—Announced 10% reduction in sulphite bonds, mid-December; rag and rag content bond makers followed with notice of no reduction in these latter kinds.

International Syndicate, Baltimore, Md.—Adds Clinton R. Thompson news map service.

A. B. Kirschbaum Co., Philadelphia, men's and youth's ready-to-wear clothing—Walter C. Hellman appointed advertising manager; formerly with B. Kuppenheimer & Co., Chicago.

Miller Saw Trimmer Co., Pittsburgh, Pa.—"Show Me" exhibit at Detroit, recently; J. F. O'Donnell, Michigan manager.

Miehle Printing Press & Manufacturing Co., Chicago—Completes new factory especially for Miehle Vertical.

Premier & Potter Printing Press Co.—Boston office, 10 High st., announces return of P. H. Miller, as assistant to E. E. Jameson, vice-president, New England and Boston district.

Radio Magazine Syndicate, Chicago—Jack Nelson and Ferd Fisher; publishing 16-page tabloid in mats, weekly.

Readers' Syndicate, 799 Broadway, New York, N. Y.—New; W. M. Clayton, general manager; feaures for newspapers.

Samuel Bingham Sons Mfg. Co., Chicago, Ill.—Building manufacturing and distributing branch building 631 S. Alamba St., Indianapolis. (Rollers.)

Wm. M. Noble Label & Box Co., 448 N. Wells St.—Cap. $35,000, by Wm. M. Noble, M. Zahl and John M. Bryant; paper boxes, labels, etc.

Union Press, Inc., Richmond, Va.—Newspaper service and adv. agency; I. Barber, pres., Richmond; I. Duke, sec'y. Washington; and G. Barber, Baltimore.

Western Newspaper Union—Opened new four story service bldg., Wichita, Kans.

W. E. Wroe & Co., Chicago, Ill.—Fine writing paper; announces Pacific Coast office at 7th and Spring Sts., Los Angeles, Calif., S. W. Anderson in charge.

8.—ASSOCIATION NOTES, CHANGES, Etc.

American Photo-Engravers' Association—O. Kwett, Northern Engraving Co., Canton, O., chairman publicity committee.

Alabama Press Assoc.—R. L. Brown, Sumner, succeeds C. E. Cunningham, Newton (Miss.) Record, resigned, as secretary.

Dr. Hugh P. Baker, executive secretary American Paper & Pulp Assoc.—To represent U. S. Chamber of Commerce at standardization conference of U. S. Dept. of Commerce.

Direct Mail Advertising Assoc.—Charles W. Collier, recently manager St. Louis local, appointed field secretary.

Nebraska Press Assn.—Miss Naomi Buck, elected assistant field manager.

New York Paper Industries Exchange, and Chicago Paper Exchange—Discontinued.

United Typothetae of America—Moves headquarters offices to 600 West Jackson Blvd., Chicago.

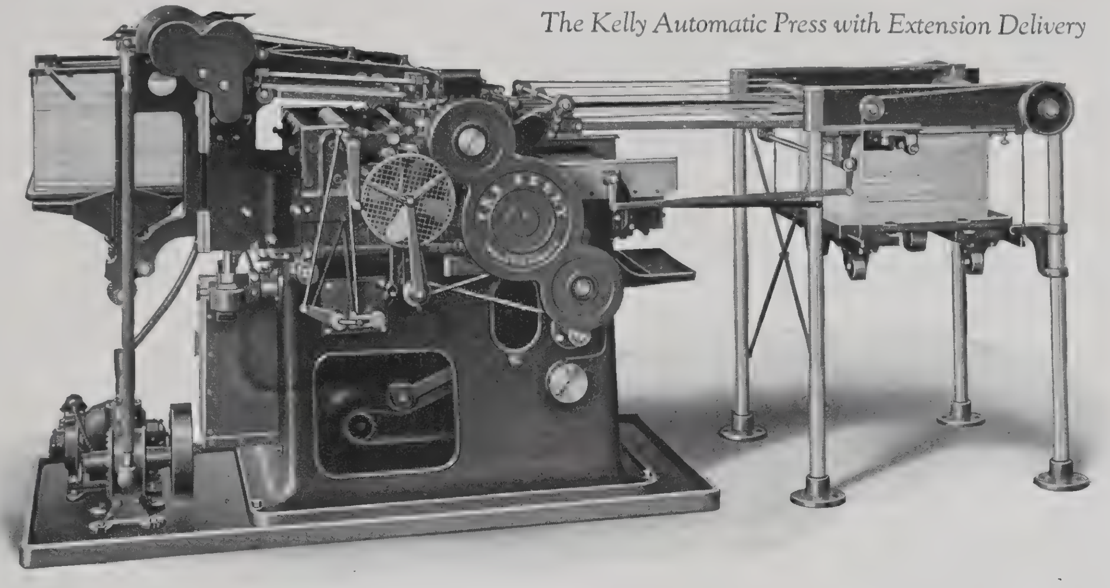
9—ADVERTISERS AND AGENCIES

Adams Chair Bed Co., Chicago—Account to Harry C. Maley Co., agcy., 155 E. Superior st., Chicago.

Bruns & McDonald, Chicago—(Publ. Repr.) Changed name from Bruns & Webber.

Chambers Agency, Inc., New York—Now has A. F. Meisselbach Mfg.

(TURN TO PAGE 40)



The Kelly Automatic Press with Extension Delivery

Investigate and you will buy a KELLY!

> ATLANTA, GA.
>
> Gentlemen:
>
> We consider our Style B Kelly press the best thing ever happened to our plant. We have run same for about five (5) years every day, and because one is able to print almost anything that comes within the size, this press is never idle for more than ten minutes at any time. In all this time and notwithstanding the hard use we have put same to, we have not had one single repair on this press, which is more than could be said of any other press.
>
> We run our Kelly at a speed ranging from 2800 to 3600 per hour, according to character of work.
>
> Very truly yours,
> THOS. F. RYBERT & CO.
>
> *Numerous testimonials from satisfied Kelly Press users on file in our offices.*

NO HALFWAY MEASURE, but a full step forward, follows Kelly Automatic Press installation. To relieve the larger cylinders of small work, to take from the jobbers the difficult printing that is burdensome on this class of machinery, to make the job department more productive and profitable, and to accomplish on a fast, easily handled automatic the highest quality of printing is the mission of the Kelly. How well and successfully this has been done is attested by the sale of more than 3100 Style B Kelly Presses during the years that it has been on the market, and by repeat order sales of about fifty per cent. Quality printers in all parts of the country are Kelly Press users.

The Kelly is much more than a substitute for job presses. It fills a field heretofore and at present covered by no other automatic. In impressional strength, in ink distribution and covering, in the simplicity of its automatic feed, in ***actual*** production and in the conveniences for quick handling of work, in its ability to handle high-grade as well as simple printing, it still is as it always will be, the first choice of the discriminating, investigating printer, who appreciates the unusual press values and extra money-making possibilities. ***Investigate and you will buy a Kelly!***

AMERICAN TYPE FOUNDERS COMPANY

Write to our nearest Selling House for Catalogue and Quotation

SET IN MEMBERS OF THE GOUDY FAMILY VANITY INITIAL TEAGUE BORDERS

Offer Extraordinary

In order to demonstrate to printers the merits of our

ANCHOR LINE INKS AND JACO SPECIALTIES

we offer the following assortment:

	Per lb.
1 lb. Anchor Light Red	$1.50
1 lb. Anchor Deep Red	1.50
1 lb. Anchor Cerise Red	1.50
1 lb. Anchor Light Blue	1.50
1 lb. Anchor Medium Blue	1.50
1 lb. Anchor Deep Blue	1.50
1 lb. Anchor Bronze Blue	1.50
1 lb. Anchor Light Brown	1.50
1 lb. Anchor Deep Brown	1.50
1 lb. Anchor Light Green	1.50
1 lb. Anchor Deep Green	1.50
½ lb. Anchor Purple, Reddish @ 2.00 lb.	1.00
½ lb. Anchor Purple, Bluish @ 2.00 lb.	1.00
1 lb. Anchor Orange	1.50
1 lb. Anchor Light Yellow	1.50
1 lb. Anchor Medium Yellow	1.50
1 lb. Anchor Black	1.00
1 lb. Anchor Blue Black	1.50
1 lb. Anchor Gloss Black	1.50
10 lbs. Anchor Book & Job Black @ 27½c lb.	2.75
1 lb. Anchor Fine Book Black	1.00
1 lb. Anchor Cut Black	1.50
1 lb. Jaco Mixing White	.75
1 lb. Jaco Tint Base	.75
1 lb. Jaco Magic Oil	1.00
1 lb. Jaco Reducing Varnish	1.00
1 lb. Jaco Nonpareil Dryer	1.00
1 lb. Jaco Kleano	1.00
1 lb. Jaco No-Wash-Up	1.00
TOTAL	$38.75

Packed in cans. In ¼-lb. tubes, 75¢ per lb. extra.

Anchor Line Inks are especially designed for platen presses but will also work on cylinders and multigraph.

These total at our usual prices, as above $38.75, but for cash with order we will send by parcel post prepaid to any part of the United States the quantities as above for $27.50, or ½ of the assortment for $15.00.

Those who may desire a different assortment have the privilege of making up their own list to the same amount from the foregoing and be entitled to the same special price.

Yours for good printing,

JAENECKE-AULT CO.
MAKERS OF THE SPLENDID JAENECKE INKS.
NEWARK, N. J.

TABLOID NEWS AND NOTES OF AMERICAN PUBLISHING FIELD

(CONTINUED FROM PAGE 38)

Co., Elyria, O. fish roll advertising account.
C. L. Houser Co., New York—Franklin E. Wales, Chicago, named western manager. (Publishers' repr.)
C. P. McDonald Agency, New York—Opened by former vice-president of Frank Presbery Agency; Raymond Carter, formerly Presbery Art director, vice-president.
Donovan-Armstrong, Inc.—Appointed agency for Henry Disston & Sons, Philadelphia.
E. Katz Special Agency, New York—Appointed national representative for Longview (Wash.) News; California representative for Eugene (Ore.) Register.
Eline Candy Co., Milwaukee—Account now handled by Klau-Van-Pietersom-Dunlap Co. Milwaukee, Wis.
Erwin, Wasey & Co.—Home office moved from 58 E. Washington St., to America Fore Bldg., Cass and Chestnut St., Chicago.
Frank Presbery Co., New York, N. Y.—Now has Monroe Calculating Machine account.
General Electric Co., Schenectady, N. Y.—Martin P. Rice, manager new publicity dept., combining advertising and publication; Bruce Barton of Barton, Durstine & Osborne, Inc., New York, advertising counsel.
General Motors Co.—V. E. Burnett secretary of institutional advertising committee; W. W. Lewis succeeds him as Cadillac advertising manager.
Gillham Advertising Agency, Salt Lake City, Utah—Handles Porte Publishing Co., account.
Haynes Automobile Co., Kokomo, Ind.—Appoints S. E. Burke advertising manager.
H. K. Mulford Co., (Pharmaceutical)—Appoints Young & Rubicam, Philadelphia, advertising agency.
Jersey City (N. J.) Chamber of Commerce—To raise $50,000 for booster national newspaper campaign.
John S. Jones, President National Retailer's Assn., New York, N. Y.—Announces country-wide advertising campaign to make retailers' position clear to public.
Kissel Motor Car Co., Hartford, Wis.—Account to Green, Fulton, Cunningham Co., Chicago.
Lambert & Feasley, New York, N. Y.—Appointed by Geo. Borgfeldt & Co., New York, as advertising agency for Parfumerie Rigaud.
Lewis Mfg. Co., Bay City, Mich., Lewis Built Homes—Appoints Tiffany-Bayless Co., Cleveland, advertising agency.
Lincoln Washing Machine Co., Detroit, Mich.—Appoints J. J. Keith sales manager,, and Power, Alexander & Jenkins, Detroit, as agency.
Lord & Thomas—Incorporated in New York State, for N. Y. office.
Sar-A-Lee (sandwich spread) Cleveland—Account now with N. W. Ayer & Son, Philadelphia, Pa.
Simmons Bed Co., Kenosha, Wis. and New York City—R. W. Blair, Adv. Mgr., increased advertising appropriation for 1924.
Story, Brooks & Finley, Inc., New York—Appointed special national advertising representative for Camden (N. J.) Courier.
Troy (N. Y.) Record—Appoints Chas H. Eddy Co., New York, as national advertising representatives.
Wallace Pencil Co., St. Louis, Mo.—E. H. McCulley appointed assistant sales manager.

SUSPENSIONS REPORTED, ANNOUNCED

Nogales (Ariz.) Democrat.
Brandon (Colo.) News—Dec. 1; Subscription list combined with Kiowa County Press.
New Richmond (Ind.) Record—Paper suspended; Edgar Wallts continues job dept.
Clinton (Ia.) County Advocate—Subscription lists to Fulton (Ill.) Evening Journal; Malcolm MacKinnon, editor.
Craig (Neb.) Radio—G. Weber.
Wayne (Neb.) Carroll Index—Nov. 29.
Paterson (N. J.) Morning Times—Nov. 11.
Buffalo (N. Y.) Saturday Night—Lee Heacock, mgr.
Mechanicsburg (O.) News-Item—S. J. Newell.
Tulsa (Okla.) Press.
Cambridge (Vt.) Transcript.
Morrisville (Vt.) News and Citizen.
Richmond (Va.) Evening Dispatch—Merged with the Times and called Times-Dispatch.
Charleston (Wash.) American—Moved to Bremerton; H. W. Fredericks; made semi-weekly, Tues., Fri.
Mexico City (Mex.) El Heraldo—Reported suspended.
Marinette (Wis.) Searchlight.
Cokeville (Wyo.) Independent---Hecter Evans goes to Los Angeles.

ASSOCIATION ELECTIONS.

New York Press Association—President, N. F. Maddever, Niagara Falls Gazette; Vice-president Frank F. Weed, Utica Observer—Dispatch; secretary-treasurer, Burroughs Matthews, Buffalo Express. Executive Committee: Dr. John B. Howe, Syracuse Herald, E. L. Allen, Jamestown Post.

New Jersey Chapter, International Editorial Association—President, Ellis Emmons Reed, Newark News; first vice-president, Geo. M. Hartt, Passaic News; second vice-president, Geo. Ingling, New Brunswick Home News; secretary, Edward F. Bataille, Newark Sunday Call; Treasurer-Comptroller, David F. Post, New Rochelle. Board of managers: Wm. O'Neill, Morristown; W. F. Kegal, Montclair; Miss Lucy Ferguson, Newark; Harold W. Gras, Passaic Daily News; Miss Josephine Crowder, Newark.

West Virginia Publishers and Printers' Association—President, W. Guy. Tetrick, Clarksburg, vice-president, C. P. Harvey, Parkersburg; secretary-treasurer, W. W. McCue, Huntington; field secretary, James W. Weir, Elkins.

Northwestern Pennsylvania Press Club—President, E. T. Stevenson, Titusville Herald; vice-president, C. B. Menhold, Meadville Tribune-Republican; secretary, H. W. Thayer, Titusville Herald; treasurer, Geo F. Turnbull, Oil City Derrick. Executive Committee: H. B. Klingensmith, Meadville Tribune-Republican; A. C. McIntyre, Oil City Blizzard; G. A. Davis, Oil City Derrick; E. W. McNall Titusville Herald, and M. A. Murrin, Franklin News-Herald. Publicity Director: C. W. Johnston, Oil City Derrick.

Tulsa County (Okla.) Editorial Association—President, F. E. Miller,

(TURN TO PAGE 42)

A unit — *The Mill Price List* gives the prices, sizes and grades stocked by your nearest distributor, and the *Reference Book* of WESTVACO *Mill Brand Papers* shows samples of each grade and weight

WESTVACO
WVP&PCo
QUALITY
Reference Book of WESTVACO MILL BRAND PAPERS
The Mill Price List

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel

Marquette Enamel

Sterling Enamel

Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint

Westvaco Ideal Litho.
Coated One Side

Westvaco Super

Westvaco M. F.

Westvaco Eggshell

Westvaco Text
White Gray India Tint Brown Blue Goldenrod

Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod

Origa Writing
White Canary

Westvaco Index Bristol
White Buff Blue Salmon

Westvaco Post Card
Cream

WEST VIRGINIA PULP & PAPER COMPANY · New York and Chicago

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

* * *

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

Getting Results

THAT imporant first-impression value that gives the stamp of character to advertising is due to the illustration.

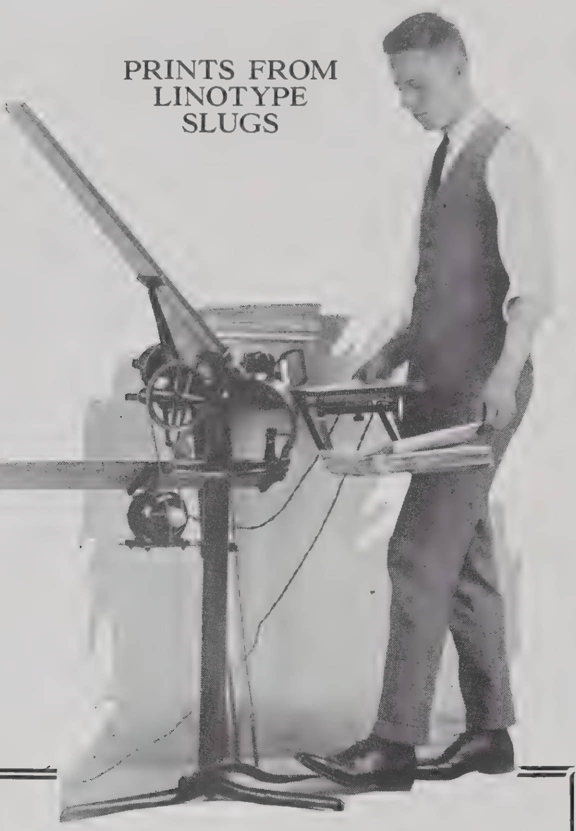
Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting your every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280



PRINTS FROM LINOTYPE SLUGS

5000 ADDRESSES AN HOUR with the TYPADDRESSER

Prints 1-2- and 3 line addresses from ordinary linotype slugs. Prints on the margin of the paper in plain sight or on the wrapper. Operator can read slugs as they come down the galley—correcting lists as he works. Driven by 1-20th H. P. motor—costs less to operate than a 40 watt lamp.

Built strong for fast work. Will stand the rough usage of a newspaper plant. Any one can operate it. No delicate parts to wear out or require replacement.

The Typaddresser will solve your mailing problem. Mail this coupon today.

THE TYPADDRESSER CO.
City National Bank Building
OMAHA, NEBR.

THE TYPADDRESSER CO.
City National Bank Bldg.
Omaha, Nebr.

Please send me complete details on the Typaddresser.

NAME ....

City.. State..

Association Elections

(CONTINUED FROM PAGE 40)

Skiatook News; secretary, Geo. Eley, Broken Arrow Ledger-Demcrat; treasurer, D. T. Smith, Sperry News.

Ohio Circulation—Managers' Association—President, Bert J. Ullman, Youngstown Vindicator; vice-president, C. L. Sink, Zanesville Times Recorder; secretary-treasurer, T. S. Moorhead, Cambridge Jeffersonian.

Wisconsin Daily League—President, W. F. Ohde, Manitowoc; vice-president, J. M. Hibbard, Stoughton; secretary, H. H. Bliss, Janesville.

California Circulation Managers' Association—President, L. O. Hammond, Redlands Facts; vice-president, O. F. Thayer, San Bernardino Sun; second vice-president, Virgil Lundy, Fresno Republican; secretary-treasurer, Victor Lattanner, Oakland Post-Enquirer.

Association of National Advertisers—President, P. L. Thomson; vice-presidents: G. Lynn Sumner, E. T. Hall, W. S. Ashby.

Tri-City Press Club—President, Robert Klauer, Devenport, (Ia.) Times; vice-presidents, F. A. Klann, Moline (Ill.) Dispatch, Robert L. Feeney, Davenport (Ia.) Democrat; financial secretary, A. H. Williams, Rock Island, (Ill.) Argus; recording secretary, A. E. Williams, Davenport Times; treasurer, John H. Wallace, Davenport Times.

Selected Weeklies Association of the Maritime Weekly Newspapers Association of Canada—President, John Fischer, Pictou (N. B.) Advocate; vice-president, G. F. McWilliam, Newcastle (N. B.) Advocate; secretary-treasurer, N. P. Anslow, Campbellton (N. B.) Graphic.

Western Conference Editorial Association—President, Torrey B. Sterns, Illinois; vice-president, B. R. Gebhart, Purdue; secretary, Porter F. Butts, Wisconsin; treasurer, Raymond E. Bartholdi, Minnesota.

Association of Schools and Departments of Journalism—Dr. M. L. Spencer, University of Washington, president; Prof. C. P. Cooper, Columbia University, vice-president; Prof. G. S. Myers, Ohio State University, secretary-treasurer.

Association of College News Bureau—Prof. W. P. Kirkwood, University of Minnesota, president; Prof. M. G. Osborn, Louisiana State University, vice-president; Miss A. C. Hunter, Nebraska Wesleyan University, secretary-treasurer.

American Association of Teachers of Journalism—M. Lyle Spencer of the University of Washington, president; Charles T. Cooper of Columbia University, vice-president; Joseph S. Myers of Ohio State University, re-elected secretary-treasurer.

Northeastern Colorado Editorial Association—R. B. Spencer, Fort Morgan Times, president (only officer). Following papers are members: Akron Press; Akron Reporter; Brush Republican; Brush Tribune; Iliff News; Julesburg Grit-Advocate; Merino Breeze; Otis Independent; Peetz Gazette; Sedgwick Sun; Sterling Advocate; Sterling Democrat; Wiggins Courier; Wray Gazette; Wray Patriot; Yuma Pioneer; Wray Rattler; Ft. Morgan Herald; Ft. Morgan Times.

Woodford County (Tex.) Publishers Association—President, William Ryan, Metamora Herald; vice-president. A. E. Potts, Eureka Journal; secretary-treasurer, T. P. Pettigrew, Roanoke Post.

Audit Bureau of Circulations—President, O. C. Harn, National Lead Co.; secretary, W. A. Strong, Chicago Daily News; treasurer, E. R. Shaw, Power Plant Engineering (Chicago); managing director, Stanley Clague; directors, (for advertisers) W. Laughlin, Armour & Co., Chicago; F. R. Davis, General Electric Co., Schenectady, N. Y.; B. H. Bramble, American Chicle Co., Long Island City, N. Y.; L. B. Jones, Eastman Kodak Co., Rochester, N. Y.; E. E. Taylor, Carnation Milk Products Co., Oconomowoc, Wis.; W. W. Wheeler, Pompeian Manufacturing Co.; advertising agents—Walter Hine, Frank Seaman, Inc., New York City; newspapers—W. A. Strong, Chicago Daily News; magazines—S. R. Latshaw, Butterick Publishing Co.; farm papers—B. Kirk Rankin, Southern Agriculturist, Nashville, Tenn.; business publications—E. R. Shaw, Power Plant Engineering, Chicago.

PRINTER-JOURNALIST ASSOCIATION DATES

January

Kansas Editorial Association, 18-19, Wichita.

Indiana Republican Editorial Association, 24-25, Indianapolis.

Wisconsin Press Association, mid-winter and annual meeting, Milwaukee; short course at Marquette University; Jan. 31-Feb. 2.

Virginia Press Association, 25-26, Richmond.

Iowa Press Association, 24-26, Des Moines.

Oklahoma Press Association, 4-5, Oklahoma City.

North Carolina Press Association, 3-4, Pinehurst.

Northwest Missouri Press Association—11-12, Dallas.

February

Michigan Press Association, 8-9, Lansing.

Georgia Press Association, mid-winter meeting, Cairo.

Minnesota Editorial Association—15-16, Minneapolis.

Associated Ohio Dailies, 5-6, Columbus, O.

Buckeye Press Association, 7-8, Columbus, O.

May

National Editorial Association, convention and trip through Oklahoma and New Mexico begins May 18, Kansas City, Mo.

Minnesota Editors' Short Course, 8-10, University Farm, St. Paul, Minn.

June

Association of Newspaper Advertising Executives and Association of Newspaper Classified Advertising Managers, 9-12, Columbus, O.

Central States Circulation Managers' Association, 9, Louisville, Ky.

Texas Press Association, 17-19, Amarillo, Tex.

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.

October

Texas Circulation Managers' Association, Dallas.

Johnsonized

For almost thirty years we have been rebuilding and selling printing machinery at St. Paul. Originally we sold machinery on the basis of it being used and second hand, essential parts repaired. But we continually raised our standards until within the past fifteen years or so we have been turning out and selling only completely remanufactured machinery. Until now we guarantee every machine we sell to be remanufactured and to be entirely free from defective material and workmanship, and for all practical purposes, to be as good as new, and in the hands of competent workmen, to do as good work as a similar new machine. We furnish with this machinery, all of the equipment that goes as standard with similar new machines. Our prices average about half the cost of similar new machinery. We furnish the services of a competent machinist to superintend the erecting.

We will be glad to consult with you at any time, as to whether we have any machinery that would fill your requirements. The experience of our organization is at your service. The sale of the machine is only the beginning of JOHNSONIZED service. Send for a complete list of JOHNSONIZED machinery.

Goss Semi-Rotary, four, six, eight or ten pages, six or seven column size, roll feed, flat bed.

Miehle Two Revolution, No. 1, bed 39 x 53, four roller, combination front fly and sheet delivery.

Miehle Two Revolution, No. 2, bed 35 x 50, four roller, combination sheet and fly delivery.

Miehle Two Revolution, No. 4, bed 29 x 43, four roller, combination sheet and fly delivery.

Miehle Two Revolution Pony, bed 26 x 34, combination sheet and fly delivery.

Miehle Two Revolution Pony, bed 26 x 34, front fly delivery only.

Huber Hodgman, Two Revolution, bed 42 x 53, four roller, four track, front delivery.

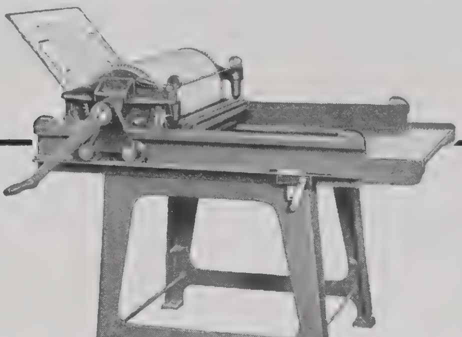
Whitlock Premier, Two Revolution, bed 36 x 48, four roller, front combination sheet and fly delivery, late style.

This is only a partial list of our stock. A complete list sent where requested. We also sell practically all of the new makes of printing and binding machinery and supplies.

C. I. Johnson Manufacturing Company

St. Paul, Minn.

Chandler & Price, Challenge and Golding Products.
Morrison Perfection Wire Stitchers.
Laclede and Miller Saw Trimmers.
Typesetting and Stereotyping Machinery.
Vandercock Proof Presses.



The Composing Room Cylinder

Proofing for the Pressman
as Well as the Proof Reader

It is economical to detect and correct imperfect printing surfaces before the pressman gets the form. The pressman *can* correct a form but it is money in your pocket if he does not. The pressman should not have to build up low cuts or trim them down, neither should he have to change incorrect or imperfect letters. All this work can be done before lockup on a Vandercook Rigid Bed Composing Room Press. These presses are ideal for testing plates and cuts and for preliminary make ready. Vandercook Rigid Bed Composing Room Presses are built in several sizes and models.

PRICES FROM $120.00 UP

Vandercook & Sons *Originators of the Modern Proof Press*

1716-22 W. Austin Ave., Chicago, Ill.

Represented by: Keenan, Pollard & Co., New York; John S. Thompson, San Francisco; C. I. Johnson Manufacturing Co., St. Paul; Prince & Hensley, Los Angeles; Baker Sales Co., London, England; Graphic Arts Machinery Ltd., Toronto, Canada.

"Special" Envelopes That Are No Longer "Special"

THE Western States idea of envelope service is that there ought to be a very few special made-to-order sizes. Many sizes, grades and styles that other manufacturers call "made-to-special-order" are regularly stocked in our line of 585 items.

FOR IMMEDIATE DELIVERIES

A perpetual stock of 10,000,000 envelopes—a more complete stock by far than you will find anywhere, Baronials, Gladstone size, Card, Bankers' Flap Envelopes and other not-so-widely-used kinds, as well as all standard grades and sizes in Commercial and Catalogue Envelopes, are made and regularly stocked by us for immediate shipment

Get the Newest Western States Price List

W Notched Under Flap Reg. U.S. Trade Mark
We Protect the Trade
Western States Envelope Co. Milwaukee Wisconsin
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

LOOKING 'EM OVER, "NPJ" CRITICISM DEPARTMENT

(Continued from Page 42)

OCONTO FALLS (Wis.) HERALD—R. P. Smith, editor; W.; pop. 2,000; circ. 1,460; $2—We have no quarrel with you until we reach the editorial page, from which we would exclude more advertising if not all, and fill the space with general features. We would run more stories with headlines, instead of chucking everything under the names of the towns as local "happenings." Your farm department should contain community news as well as the general material sent out from farm bureaus.

ALBION (Neb.) ARGUS—G. M. Gaskill, publisher; W.; pop. 2,000; circ. 2,375; $2—Glad to see that you took the opportunity to increase the size of the Argus upon the issuance of the 40 page First Annual Live Stock and Industrial edition. Your paper shows excellent press work and is well handled throughout. Advertising typography is particularly good.

NAUVOO (Ill.) INDEPENDENT—Michael Baumert, Jr., publisher; W.; pop. 975; circ. 1,250; $2—Golden Jubilee Edition is a fitting commemoration of fifty years of newspaper publishing. Plenty of cuts, lots of letters from subscribers, and a good number of local features show that the editor knows what his readers want in an especial paper of this kind. And we noticed the extraordinarily large amount of advertising too!

BURLINGTON (Vt.) FREE PRESS—Free Press Publishing Co., publisher; D.; pop. 22,800; circ. 11,500, $7.20—Front page ads mar an otherwise excellent "show window." Some of those two column, italic heads for the features on the interior pages would sit well in the lower half of the front page. You show a tendency to be careless in your placing of similar heads in adjacent columns. Your editorial page contains some good stuff. We would run the "Kwiz" column there, also a three column cartoon. If you don't like to use the pyramid arrangement for ad makeup throughout the paper, why not try to keep the ads at the right hand side of the sheet as much as possible.

RUTLAND (Vt.) DAILY HERALD—H. L. Hindley, editor; D.; pop. 15,000; circ. 10,000; $7.20—Front page can't be beat. We must sing our same old song about pyramiding ads on the interior pages in considering your paper. Outside of the jumbled positions of the ads, however everything seems O. K. We think the one ad on the editorial page could well be dispensed with. You seem to have enough sport news to warrant running a two or three column head for "sports." For sake of uniformity, we advise setting the names of the towns over the correspondents' stuff in the same size and kind of type.

BARRE (Vt.) DAILY TIMES—Dean H. Perry, editor; D.; pop. 10,000; circ. 6,700; $5—Your good front page could be made even better by placing a few large heads below the fold. Pyramid ad placement seems to work out successfully on some of the interior pages, why not on all of them? We would like to see the flagstaff occupy the upper left hand corner of page four, as in your issue of November 13. Fix up a two column standing head for the classified advertising department.

ELKADER (Ia.) REGISTER and CLAYTON COUNTY MESSENGER—John K. Griebel and H. L. Griffith, editors; W.; pop. 1,225; circ. (?); $2.50—It isn't very often that two rival country weeklies bury the hatchet and get out farm bureau edition together. But this combined paper shows it can be done. All the way through, the paper testifies to the public spirit of the two editors, which made the combined edition possible. We are disappointed in not finding a trace of an editorial page——we didn't even find an editorial. We should think a special event such as this would merit an editorial or two. Plenty of good cuts with local features make your paper very interesting.

SKOWHEGAN (Me.) INDEPENDENT REPORTER—John L. Fish, editor; W.; pop. 6,000; circ. 4,750; $1.50—The booklet published in connection with the one hundredth anniversary of your paper is very well handled—pleasingly written and a typographical gem, proving that the one hundred years of printing in the Independent's shop has maintained a high standard indeed. Your paper, too, is well printed, although the interior arrangement of the various departments could be improved in our estimation. Everybody's Column should be shifted to the rear pages if possible. Anyway, it should be off the editorial page, which should contain in addition to your editorials, some features of general interest. Your advertising typography is excellent. Too many Gothic cap heads of the same size make your paper appear somewhat dull. The boxed heads such as Skowhegan Local News would look better if set in some plain face like Bookman or Cheltenham instead of the modified Old English you now use.

OAK PARK (Ill.) OAK PARKER—Hugh M. Walter, publisher; W.; pop. 40,000; circ. 7,000; $2—Annual numbers are coming in thick and fast. Yours of 128 pages in magazine form with a two color cover is an exemplary holiday edition of a weekly community newspaper. Typography of ads and editorial matter is uniformly excellent. You seem to realize the value of a good illustrations.

VERNONIA (Ore.) EAGLE——Paul Robinson, publisher; W.; pop. 600; cir. (?); $1.50—Put the name of the town and the date line in the middle of the volume and number line. We would not use single line headlines in the size of type you employ for such heads. Otherwise your front page is O. K. There seems to be an unwarranted scarcity of community news in this issue of The Eagle. Scout around for a few more correspondents. We like your editorial page, with its congenial editorials and column of humorous comment.

WEST ALLIS (Wis.) STAR—A. F. Sells, editor; W.; pop. 14,000; circ. 2,600; $2—Your seventh anniversary edition in which the Christmas spirit prevails conspicuously, is a very creditable newspaper, considering how close you are to competitive large city dailies. The book paper certainly dresses up tthe paper in fine style. You seem to have an especial fondness for 12 point Chelteham cap heads. This lends a monotonous tone to the interior pages which could be eliminated by using a greater variety of heads. An easy way to accomplish this is to take proofs of all the display type in the shop, select those fonts which are most suitable to editorial use, and use the different sizes in those fonts for every one of your headlines. We would put such features as Etiquette and Star Dust on the editorial page. Number and date each page.

*Your story
in pictures
leaves
nothing
untold*

*Premier
perfect plates
tell
the story
best*

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

SIMPLEX METAL FEEDER

$50.00 Net, Each

The neatest, simplest and most practical metal feeder ever devised

for any Linotype, Intertype or Elrod Machine

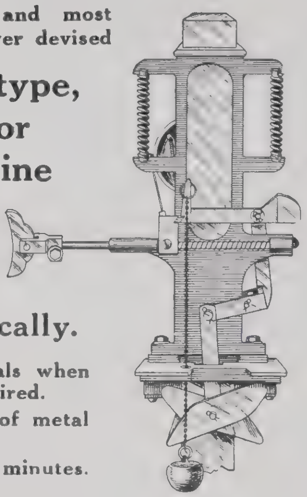
Gas or Electric Pot.

Works automatically.

An attached bell signals when more metal is required.

Covers entire opening of metal pot.

Can be installed in two minutes.



Simplex Metal Feeder Co., Inc.

27 Thames Street, New York City.

Send for descriptive circular.

This New Year Suggestion Is Valuable—Sensible—Inexpensive

Holiday giving is to be questioned only when money is squandered on **useless** things. There can be no question of the value in giving a year's subscription to The Printing Art. You really give twelve presents — one each month — distributing helpfulness and happiness through the whole year.

Two Gifts in One

In addition to twelve numbers of this one hundred page instructive illustrated magazine on advertising-selling, we make you a present of ten booklets, each on a phase of salesmanship in print written by the master copy writer, Robert Ruxton. The price of this complete combination is $5.00. Please order now, giving name and address where magazine is to be sent, and name and address where booklets are to be sent. Send no money now —bill will be sent you later.

The Printing Art
Dept. C
Cambridge, Massachusetts

MONTHLY DEPARTMENT OF NEWSPAPER CRITICISMS

(CONTINUED FROM PAGE 44)

SAINT PETER (Minn.) FREE PRESS—Free Press Publishing Co., publishers; W.; pop. 4,340; circ. 1,400; $2—Your front page shows an earnest desire to be interesting as well as informative. It is very well arranged, the streamer at the top and the boxes in the lower half livening the page considerably. We would number the pages. Put headlines on editorials which make more than a stick in length. The word "Nicollet" over the Nicollet items is rather inconspicuous considering you run an 18-point headline directly below it. You have a fine bunch of features. Why not shift a few of them to the editorial page?

LINTON (Ind.) DAILY CITIZEN—J. E. Turner and Sam D. Bryan, publishers; D.; pop. 5,860; circ. 2,750; $7.80—Running leads to big stories in larger type is good stuff. The same can be said of your three and four bank headlines. Sorry to see no editorials. You carry a big story on state politics—one that would seem to importune some editorial comment. Plenty of large headlines on the interior pages makes your paper look newsy. We hear you have a new Duplex Web Perfecting press.

ORTONVILLE (Minn.) INDEPENDENT—L. A. Kaercher, editor, W.; pop. 1,720; circ. 1,410; $2—Front page looks fine. Heads such as that on the Peter Jackrabbit story in your issue of Nov. 15 gives a desirable spicy atmosphere to the paper. Correspondence neatly assembled. Why not display names of towns more. Professional directory should be in the back pages, preferably page seven. Your advertising is neat and appealing. Good presswork emphasizes the excellent typographical features.

GREENVILLE (Mich.) INDEPENDENT—F. H. Goodrich, editor; W.; pop. 4,300; circ. 1,750; $2—The Duplex Web Perfecting Press should give you able assistance in getting out a better looking paper. The history of the Independent on the editorial page should have had a headline, as should all editorials. We do not advise a continuance of your practice of running the words "county news" at the head of each column on page seven. Set up a two or three column head for the county news and run the correspondence under it, subheading for the different towns. You show a good sense of typographical value in the ads. We noticed several items of news in the town briefs which well could have appeared separately with headlines. Your paper seems to lack a "newsy atmosphere."

CAMBRIDGE (Mass.) TRIBUNE—J. Lee Robinson, publisher; W.; pop. 110,000; circ. 2,100; $2.50—Good stock and good press work make your paper look well despite some bad typographical features. In your issue of Dec. 1 the unbroken line of large black heads lends a monotonous appearance to the front page. This can be avoided easily by using itms with small headlines in alternating columns. We would put such features as the controversy over the Washington Elm on the editorial page; also the literary department. You have so much under Harvard Square Notes and Harvard Happenings, that it would be advisable to have a two or three column drawn etching made for a standing head over all Harvard news.

HARTINGTON (Neb.) CEDAR COUNTY NEWS—J. P. O'Furey, publisher; W.; pop. 1,500; circ. 2,110; $2—Yours is one of the newsiest and most handsome country weeklies coming to our desk. About the only grievance we have against you is in your placement of the "Business Cards" column. We would put it on one of the three last pages. Your school department is very good and any newspaper anxious to incorporate the local school paper into its columns should take a look at yours. We would leave a little more open space between the editorials and give them slightly larger heads.

WHEATON (Ill.) PROGRESSIVE—G. H. and G. M. Smith, publishers; W.; pop. 4,150; circ. 1,400; $2—Compose a different item for the box at the right hand side of your standing title. Duplication of the first one is not necessary. Outside of the fact that you use single line headlines, your front page is nicely done. Advertising typography exceptionally good, and shows a good knowledge of what constitutes effective printing. Under the "Society" head you use "label" sub-heads. Try putting action into every headline, whether there's action in the story or not. Except for the lack of local editorials, to supplement those of general interest, your editorial page approaches our ideal. Supplant two of the stories of national interest with two local editorials and you'll be O. K. with us! Number and date your pages.

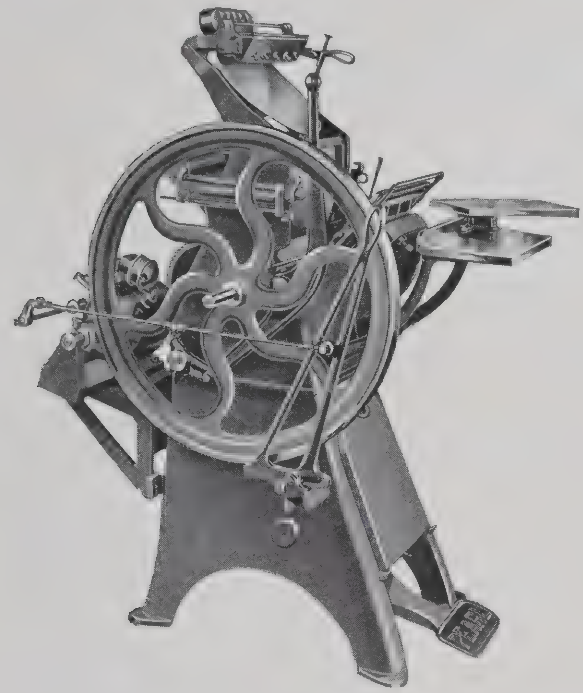
HAMBURG—(Pa.) ITEM—William O. Heinly, publisher; W.; pop. 2,765; circ. 2,000; $2—Front page looks crowded because no open space is left between stories, and very little left between the banks of the various heads. We would use plain 2 point rules for the boxes at either side of the main title line. Pyramid your ads; it saves money and trouble every way you consider it. We notice small ads which should be in the classified section placed at random in different parts of the paper. Leave more space between stories and departments in the inside pages too.

GROVELAND (Fla.) GRAPHIC—A. W. Newett, publisher; W.; pop. 450; circ.? $1.50—Try to break up that unbroken line of identical heads at the top of page one by using boxes or heads of different sizes and kinds of type. Your front page of Dec. 6 looks well in this regard, although the lower half could have contained a few larger headlines. Running church news and "light" ads on the editorial page is a fine way to keep that page as "editorial" as possible. You have an exceptionally large amount of good-sized ads, and they are all set up well. We would try to make a page out of the Mascotte section—as we suppose you expect to, some day. Your stock will take fine line half tones very nicely. We would capitalize on this feature and run a few pictures in the agricultural section every week.

CENTERVILLE (Ia.) DAILY IOWEGIAN—J. M. Beck, editor; D.; pop. 8,500; circ. 4,525; $5—Your first issue off the new Duplex Tubular press shows you aren't quite used to it yet. The inking appears greasy, with resultant offset. Your front page is beautifully made-up, and the same grade of typography prevails throughout the paper. You haven't much out-of-county correspondence, so we would advise you to set a "News of the County" standing head and sub-head the news from the different towns under it. You need some new column rules. Women's page is fine.

LAMONI (La.) CHRONICLE—W. H. Blair, editor; W.; pop. 1,800; circ.?; $2—Plenty of space between stories allows the use of 8 point bold face cap headlines very effectively, and saves a lot of work. We would put some of the Western Newspaper Union Features on the editorial page and write one or two editorials each week. The plaid border line you use for a number of ads is good looking, but it doesn't distinguish the ad when used too much. You have a neat method of handling locals and personals, country letters and exchanges. You have succeeded in giving your Christmas edition the Yuletide spirit remarkably well. Good presswork noted.

THE PEARL PRESS



Made in sizes 5x8 and 7x11 inches

WILL PRODUCE THE SMALL WORK MORE QUICKLY AND MORE ECONOMICALLY THAN IT CAN BE DONE ON ANY LARGER PRESS.

The Pearl Press is of higher speed, more easily and more rapidly made ready, lower in original cost, lower in cost of maintenance and operation, and more easily fed at the higher speed.

More than 17,000 Pearl Presses are in daily service in many parts of the world.

The initial cost of the Pearl Press is very low. The operating cost is less than on other platen presses. The cost of maintenance is practically nothing.

The illustration shows the Pearl Press of size 7 x 11 inches complete with full length fountain, counter, safety feed guard, motor and control.

Buy the Pearl Press for the small work.

All Golding Products for Sale by Type Founders and Dealers

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS., U. S. A.

Chicago Office:
469 Transportation Bldg., Telephone: Harrison 5936

We also manufacture the Golding Art Jobber, Golding Jobber, Official Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutter, and Pearl Paper Cutters.

Set it on the Ludlow

Six point Lining Plate Gothic for a Calling Card—
Set it on the Ludlow!

Sixty point, full body, bold face for a poster—
Set it on the Ludlow!

Delicately proportioned Bodoni for a beautiful job—
Set it on the Ludlow!

Wonderfully cut Old Original Caslon—
Set it on the Ludlow!

Distinctive cover page or a bold dodger—
Set it on the Ludlow!

Blank ruled form, one or multiple—
Set it on the Ludlow!

Bold advertising figures and capital letters up to 144 point for a street car card—
Set it on the Ludlow!

Italic without an equal in all history of the printing art—
Set it on the Ludlow!

A job of any kind, to please your most exacting customer—
Set it on the Ludlow!

With the Ludlow, your capacity to meet emergencies is unlimited because it is as easy to follow copy, changing size and style of face as you go, as it is to set one size. Sorts never run out because you set matrices instead of type. The Ludlow reduces non-productive time to the minimum.

Ludlow Typograph Company
General Offices and Factory, 2032 Clybourn Ave., Chicago
New York Office: 606 World Building
San Francisco Office: 303 Hearst Building

The Race Is On

Don't be handicapped in the race for 1924 business by a small circulation.

Let us build up your list, collect arrearages and place the whole on a strictly cash-in-advance basis through our "Salesmanship Club" plan for increasing circulation; and, in so doing, leave you with from $2,000 to $5,000 NET CASH BALANCE IN THE BANK.

Campaigns are "self-financing" and personally conducted from start to finish; daily and weekly newspapers in good county seat towns especially solicited; few open dates left for immediate action.

For general outline of plan, list of recent successess, references, etc., write or wire

THE LINER SERVICE CO.
919 Rush St., Chicago.

"Clean, Clever Campaigns"

BLOW OUT the DUST With a Cadillac Portable Electric Blower

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago

"NPJ" Viziter : . John's Colyum

In 1883, "Papa" Herbert founded the beginnings of this journal for the Newspaperman and the Printer. In 1922, it was taken over by the present publishers. Soon thereafter,

In 1923, the present policy and editorial direction went into action.

In 1883, Jan. 1, 1924, must have seemed a long ways off. On Jan. 1, 1923, *today* seemed a long ways off. "NPJ" took a big, long jump, with only a supreme faith in America's printer-journalists and their desire to perform more and better service, as a *Light Ahead.*

"NPJ" and its staff wishes you a happy, prosperous and serviceful New Year, taking this occasion to introduce a number of entirely new features of practical value—still refraining from all preaching and high-brow counsel—just aiming to deliver the goods.

◆

PRINTER'S devil, printer, reporter, editor, job office superintendent, printing supply house salesman, efficiency engineer—that summarizes the career of Charles W. Kellogg who has just become manager of the efficiency department of the American Type Founders Co., with headquarters at the Jersey City, N. J. offices and plant. Previously he was in charge for the west, out of the Chicago offices. He was connected in his youth with the Charlotte (Mich.) Republican, the Allegan (Mich.) Journal, now the News, and the Grand Rapids (Mich.) Press. Then he sold for the Inland Type Founders, becoming manager at St. Louis, and at Chicago. In 1913, when the Inland was sold out, he became efficiency engineer at Chicago. He has been a good and a kind friend to many publishers, editors and job printers, including the present writer, and we join in the flood of congratulations which he is receiving. (Cut by courtesy of **Inland Printer.**)

CHARLES W. KELLOGG

Sacred Cows—Have you any. Have I any? Imperial Type Metal Co.'s Magazine recently defined a Sacred Cow as "an idea that one's duties are fixed; that certain tasks are beneath one's dignity; that a messenger must be called to deliver a note to a man next door; that every visitor must be announced; that everyone with a title must have a private office and a secretary." I'd like to add one: "That one isn't going to get credit for what he's doing, and that he is going to collect for what he hasn't done."

Arthur F. Stoiber, Linotype—Your ideas for promoting trade education, are not only good, but they ARE. Congratulations. Wish I had a penny for every good idea that wasn't put to work, in 1923, talked about for a few days, and forgotten.

Chicago Paper Co., Foldwell—The Demonstration Book I just got is such a fine thing, so thoroughly useful, that I hated like everything to give it to our Service department, but Abe Warner insisted on having it for his files.

Challenge Machinery Co., Grand Haven, Mich—Adds the Sieber Adjustable Hand Punch to its extensive line. We hear that the Challenge recently purchased the patents together with all special machines for the manufacture. The Sieber has been on the market for several yars and is already popular in many shops.

H. J. Hilland Co., Chicago—Bringing out the Hilland 100% "No-Furniture-Nonrusting" Chase. It is claimed to eliminate all wood furniture and cabinets, has ball bearings, and all bars are heat-tested and treated.

Samuel Bingham's Sons Mfg. Co., Chicago—"Locate Yourself on the Map" is a striking circular. It tells about Bingham's Seasoned Composition Rollers. It shows how easy the company can take care of customers at eleven plants.

Santa Rosa (Cal.) Republican—Runs a list of auto sales in the town each week giving the name and address of the buyer and name of the car.

Kingsburg (Cal.) Recorder—Carried a page ad for a local department store for a sale called a 9 cent sale and based on the principle that every fifth dollar's worth is sold for 9 cents.

New Things Always Popular—Have you heard this: Abie's doctor had told her parents she must eat eggs. Soon she grew tired of the diet, and very soberly remarked one morning: "Gee, I wish hens laid something besides eggs." This colyum tries to furnish a complete diet, from soup to nuts. Therefore one and all: "What's new?" Swap experiences, help the other fellow.

(TURN TO PAGE 50)

UNIFORM PRODUCTION

THE SUCCESS of a perfect uniform product from your typesetting or typecasting machine depends upon perfect heat control of metal in your pot. To get a uniform product you must have uniform heat, when you have that you are assured a uniform perfect product. Not that alone but increased production. This is absolutely assured when you use the guaranteed

FORTIFIED

INTERCHANGEABLE ELECTRIC POT on your Linotype, Intertype, Linograph or Monotype. Electric current for heating the metal in your pot is absolutely controlled by a simplified thermostat in the pot and a 35-point rheostat controls the heat at the mouth. Two separate controls. No elements in the pot. Has an overflow at side, and patented drain at bottom. Pot holds 45 pounds of metal.

The Fortified Interchangeable Electric Pot eliminates gas fumes, hot and cold slugs, back squirts and the many other attendent troubles where gas or gasoline is used. Price, $250.00 f.o.b. Kansas City, Mo. Cash or terms. Write for further information as to cost of operation, etc. If you are contemplating changing over a battery of machines write us for cost of equipping and comparative cost of electricity over gas or gasoline. Give your present gas rate and electric power rate or heat rate if you have one.

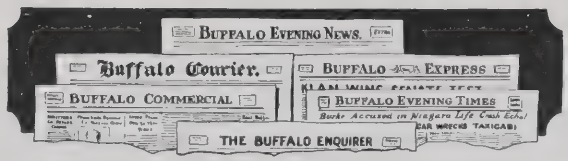
FORTIFIED MANUFACTURING CO.

14th and Agnes Ave., Kansas City, Mo.

WOOD AND STEEL FURNITURE
FOR PRINTERS · INCLUDING CUT-COST
EQUIPMENTS · MADE BY
THE HAMILTON MANUFACTURING
COMPANY

CARRIED IN STOCK FOR PROMPT SERVICE AT ALL OUR SELLING HOUSES
AMERICAN TYPE FOUNDERS COMPANY

SET IN GARAMOND CLELAND COMBINATION ORNAMENTS



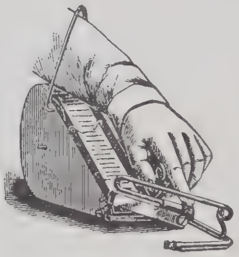
Mirrors of Buffalo

THESE newspapers are the mirrors of Buffalo, reflecting faithfully the life and character of its sterling citizens and at the same time giving hundreds of thousands of readers a clear view of world events. Among many other things, Buffalo has a reason to be proud of her well-edited papers.

Most certainly it is a real pleasure for us to tell you that the publishers of these papers made it unanimous when it came to selecting a type metal — they chose

Imperial
METAL
LINOTYPE–MONOTYPE–INTERTYPE–STEREOTYPE

Imperial Type Metal Company
Philadelphia Cleveland Detroit


THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST BUFFALO, N. Y.

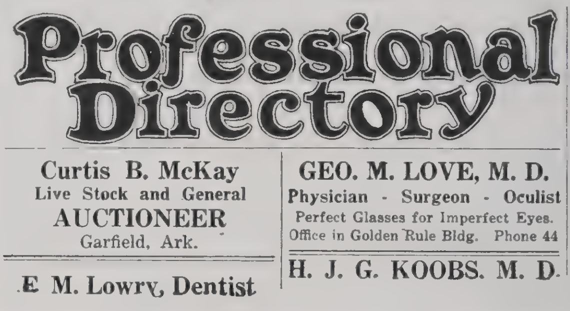
THE "NPJ" VIZITER

(CONTINUED FROM PAGE 48)

Something More from S-R—Sears-Roebuck who 20 years ago set aside a sum at the rate of $1,000 per county to organize rural improvement associations, followed by the passage of the Smith-Lever act and formation of the Farm Bureau, now has formed an organization, the Sears Agricultural Research Foundation to help clear up the farmer's problem of disposing of surplus produce at a profit.

By Their Works Ye Shall Know Them—A folder of complimentary notices received by the Newton Falls (O.) Herald—a neat job—bears that title line.

DOING A JOB RIGHT
Heading of Profitable Department in the Rogers (Ark.) Democrat



Professional Directory

Curtis B. McKay
Live Stock and General
AUCTIONEER
Garfield, Ark.

E M. Lowry, Dentist

GEO. M. LOVE, M. D.
Physician - Surgeon - Oculist
Perfect Glasses for Imperfect Eyes.
Office in Golden Rule Bldg. Phone 44

H. J. G. KOOBS. M. D.

57 Linotypes; Some Order!—Here's a big broadside, telling that the Philadelphia Public Ledger has just placed such an order for Linotypes. There are 34 model 8s, 21 model 14s and 2 model 21s.

Michigan University—Has a completely equipped printing plant at Ann Arbor; recently installed a 12x8 Miller feeder, I learned at a convention there the other day.

Crocker-McElwain Co., Holyoke, Mass.—Announces a Better Mill-Brand Service for the Middle West. A map picturized the extent and completeness of the new service.

All-Steel Sweat Saver—Standard Trailer Co., Cambridge Springs, Pa., is issuing some striking promotion literature.

Monotype Caslon—A broadside by the Typographic Service Co., Los Angeles, Cal., shows new applications and possibilities for the use of this line. There is an unusually good use of straight-line rule in combination with single ornamental brackets. I enjoyed the History of Caslon.

The Miehle Vertical—This brochure, just received, is exemplary as to illustrating a device of such detail. It most practically begins with full views, takes in the various angles and sides, and then brings out specific detail. A companion booklet gives words of approval from printers and publishers, in all parts of the country.

Miller at Cincinnati—Handsome invitations preceded the demonstration of the Miller High Speed Press in that city recently, and great numbers attended. The showing continued from Dec. 8 to 21.

Moncton (N. B., Can.) Transcript—We have a letter from Manager Parlee saying as to the Duplex Eight-page flatbed web used for 19 years: "We do not believe it could be possible to have a more economical press in an office of our size."

Obsolescence—The Intertype's simple but strong little booklet with this title explains the methods used by that company to prevent losses to users of the Intertype through discontinuances of models, etc.

South Side Times, Fort Wayne, Ind.—Designated as the "All-American" choice of the Central Interscholastic Press Association, Madison, December— in other words, the best school paper exhibited.

Convention Stunt—I pass on a stunt that comes from an organization of plutocratic automobile men. A coupon system, one for every session, must be checked in and out with the door man, or the delegate or member doesn't get attendance fee or railroad fare credit.

Gosh!—The Owl chapter of the Hammer and Coffin will entertain the 1924 national convention of the college-comic frat at the Oregon Agricultural college, says a press notice just received.

George T. Hambrich, Field Secretary, Colorado Press Association—"Do you read your trade papers and journals?" he asks in his December issue of the Inter-Mountain Press. "Anyone of the nationals will contain matter of interest to every local editor and many things that can be applied to local situations." Thanks, for "NPJ", anyway!

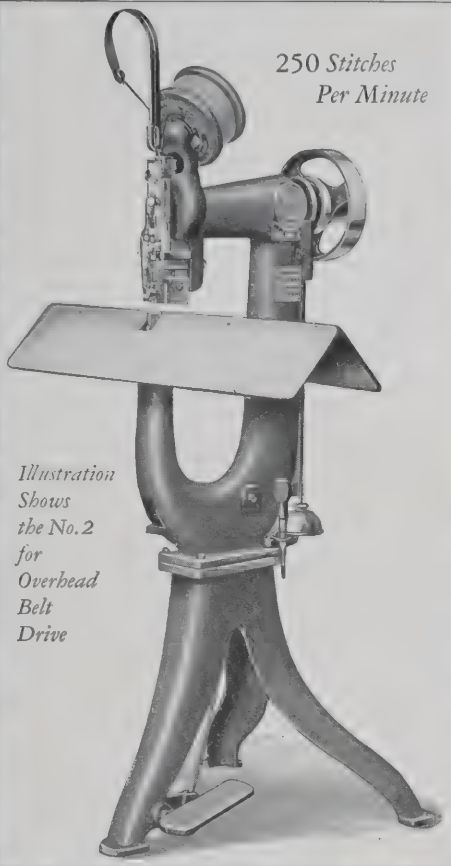
Editor Jack Blanton, Monroe County Appeal, Paris, Mo.—After a morning of cap and gowning when inaugurated at the U. of Mo. recently as curator, ventured the opinion that if women felt as uncomfortable in men's clothing as he did in feminine garb, they would quit on the masculine wardrobe.

By Their Fruits Ye Shall Know Them—One of the traveling men came in the other day with this one: A rooster discovered an ostrich egg in a barn. Rolling it into the hen house, he said: "Ladies, I don't want to embarrass you, but here's a sample of what others are doing."

Linograph—Opens offices in Park Row Bldg. New York City, with a working exhibit. Linograph men at the new offices recently, were: D. N. Mallory, L. J. Charland, W. W. Pinkerton, W. H. Needham and P. O. Pederson.

Installs Ludlows—The Klamath Falls (Ore.) News, a new paper; the Pomona (Cal.) Progress; the San Pedro (Cal.) Daily Pilot, and Cornelius Vanderbilt's Los Angeles Daily (Tabloid) Illustrated News and San Francisco Daily Herald are now Ludlow equipped.

(TURN TO PAGE 52)



250 *Stitches Per Minute*

Illustration Shows the No. 2 for Overhead Belt Drive

For Quality and Quantity Wire Stitching

Select the No. 2 BOSTON

THOUSANDS of the highly developed Boston Wire Stitching Machines are used by printers and binders with unusual satisfaction. They meet every demand of the pamphlet binder and are handled entirely by the operators. Stitching capacity two sheets to one-quarter inch; flat and saddle table, *single adjustment for all parts,* operating speed up to 250 stitches per minute, friction clutch, overhead belt or electric motor drive.

The No. 2 Boston Wire Stitcher has exclusive features which commend it to the practical binder for efficiency in operation, high quality of stitching and remarkably large production. No other wire stitcher equals the No. 2 in these and other features.

Write to our nearest Selling House for quotations

American Type Founders Company

GENERAL SELLING AGENT

SET IN GARAMOND AND GARAMOND ITALIC VANITY INITIALS PARAMOUNT BORDER

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO	PHILADELPHIA	MINNEAPOLIS
BOSTON	ROCHESTER	DALLAS
KANSAS CITY	DETROIT	MILWAUKEE

U. OF ILL. LIB.

SELF-FINANCING CIRCULATION CAMPAIGNS

Personally Conducted
On Commission Basis

A distinctive, snappy service that reaches the entire trade territory at one speaking—greatly increases circulation—and puts the entire list on a strictly cash-in-advance basis in six weeks' time.

For 20 years The Brayton Syndicate has conducted business-building campaigns for weekly, semi-weekly and daily newspapers published in towns of 2,000 to 20,000 population. Our "Salesmanship Clubs" embody the competitive idea but are on a much higher plane than the ordinary contest and get correspondingly BIGGER RESULTS.

Twelve campaigns are in progress now. WE MUST have a meritorious proposition to interest, simultaneously, twelve publishers every six weeks, year in and year out.

Now Booking for January

It is none to early to plan for 1924 business. We have a few open dates in January. Write or wire for particulars and terms.

The
BRAYTON SYNDICATE
"Bulls Eye Campaigns"

223 Oxford Bldg Wash D C
Suite 500-17 N La Salle St Chicago

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

16⅔ Cents Per Issue
Only $2 a Year
(In U. S. and Canada)

National
Printer-Journalist
129-135 Michigan St. Milwaukee

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 50

TYPE-Hi—New circular out on Type-Hi Disk Planer. Good stuff, because it's so simple and clear.

Warren's Warrenfold—A coated book paper; announcement just received. The folder analyzes the difficulties of combining the short fibre and fine filler, etc., needed for a strong paper of this kind, and how they have been overcome in Warren's Warrenfold. There is a fine, big lesson in re the part that moisture plays in paper, also; scientific but written and charted so it's easy to assimilate.

Charles Connell, Ludlow Typograph—They tell he breezed into the Chicago Daily News office one day recently, found the department in a strain and thought he'd say an especially cheery good morning. Foreman Garner said: "Take off your coat and go to work." And, Connell did just that. A salesman's a great thing when you know how to use him. Ludlow announces new matrices for blank rule forms. Ludlow News is using the "experience story" idea in an effective way.

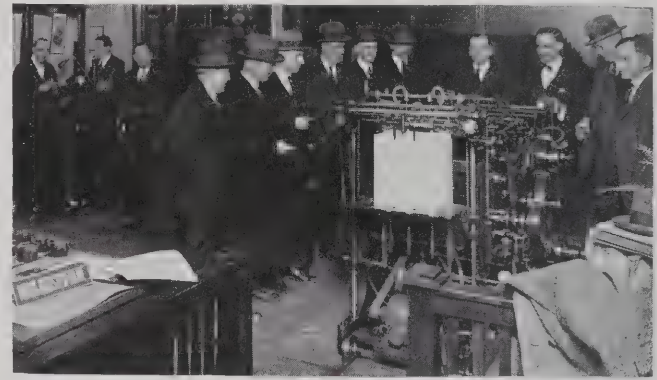
J. E. Eddy, has succeeded the late Albert Fink Smith, vice-president of the Miehle Printing Press & Mfg. Co., as head of the Philadelphia offices.

LaClede Oldstyle—"A composite oldstyle Roman design conceived in the desire to embody in one design the best features of many oldstyle roman types of Jensonian origin." Barnhart Brothers & Spindler's advertisement of this design came to my attention the other day as it was going out in the make-up. This face is a delight, all the way from 6 to 72 point. It seems to me that in addition to its individualistic beauty of effect, this offering is exceptionally good in spacing and "whites"—in having the ability to look uniform and cut from the same piece in a whole page or in a whole book, and yet not bar an artistic appearance of variety. I venture to predict a vogue for this line.

Melco Club's Christmas—The social organization of the Mergenthaler Linotype Co., held its party at the Brooklyn plant, 75 attending, and each placing a sealed gift in a large bag. Santa gave them out later. A turkey dinner, Christmas tree, dancing and election of officers, as follows, were features: C. H. Wood, president; Miss Madeline M. Ross, vice-president; Miss Gwendolyn Jones, treasurer; Raymond Ross, assistant treasurer; Miss Ethel Ashman, secretary, and John A. Keil, sergeant-at-arms. Sleight of hand by Grover George, formerly a professional magician, but now with the New York Agency of the Linotype Company, scored a hit.

Klymax Feeder—A new product of the American Type Founders Co., lays claim to the following advantages: Wide range, sufficient to feed jobs from onion skin to 12 ply cardboard without extra attachments; versatility enough to handle envelopes, cards, blotters, tags, cartons, flat bags, etc.; perfect register in three or four colors allowing sheets to be printed to all four edges without a gripper bite; production speed only limited by the speed of the press; far less spoilage than by hand feeding; low upkeep cost, it having comparatively few parts, all well made and of the best material; accessibility. The Klymax Feeder is made for the 8x12, 10x15 and 12x17 Chandler & Price presses and for the 12x18 Craftsman.

Envelopes and Printing—The third assistant P. M. general in a bulletin points out the disadvantage of printing return addresses on the flaps of envelopes. It's a growing fad, but that doesn't make it good.



PHILADELPHIA PRINTERS SEE EXHIBIT

One of the Demonstrations of the Miller Saw-Trimmer Co.'s New Miller High-Speed Presses; Held at the Quaker City Branch Office, 141-143 North Twelfth St.

Hampshire Paper Co., South Hadley Falls, Mass.—Issues a useful pocket or desk memorandum pad, of Anglo-Saxon bond, a new stock with already wide distribution.

Minnesota Stands Up—The Seventh District Editorial Association at Milan, declared against the practice of wholesalers and manufacturers furnishing retailers with advertising letterheads and other stationery.

William LaSalle, reporter for the Sioux City, (Ia.) Tribune—Hearing destroyed in the world war, he took a course in lip reading and is doing well at his job.

Dexter Automatic Clamp Cutting Machine—H. S. Campbell, Chicago office, is handing out a fine, new folder on this device.

F. T. Denman, Linotype assistant manager of publicity—On a six-week's tour through the U. S. and Canada.

Mrs. J. Frank Longanecker, editor of the Dorchester (Neb.) Star—Using a steel composing rule made by her husband, hammered from the blade of a knife and used for 45 years.

Walter Stoddart, Kluge Feeder Man—Advised the editor, during one of his occasional visits to the sanctum, that the new branch at 708 South Clark street, Chicago, has already installed eighteen Kluge Feeders in

(TURN TO PAGE 54)

BEWARE OF IMITATIONS!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

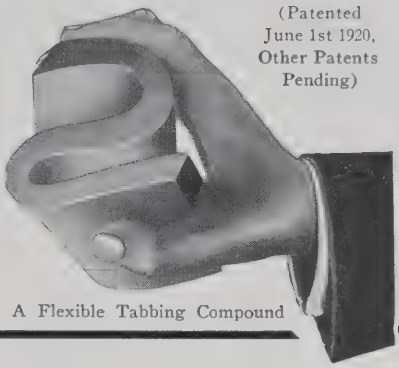
NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

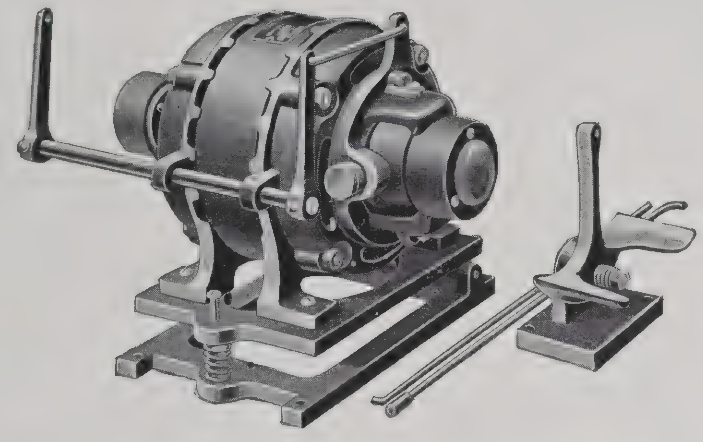
If your Paper House can't supply you, write direct to

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920, Other Patents Pending)



A Flexible Tabbing Compound



Ten Years of Success

When you get tired of experimenting with Variable Speed Alternating Current Motors on your Job Presses, just install a

Warner New Type Ball Bearing Variable Speed Motor

Starts, Stops, Increases Speed by operating foot lever.

Day after day we are receiving letters from customers telling us how well satisfied they are with the Warner.

We know just what the Motor will do, but the main thing is to let you know.

We are so confident that the Warner will give you such good satisfaction that we are willing to send any responsible party a Warner and let him use it 30 days.

You can either pay for it at the end of that time or else send the Motor Back to us.

Isn't that a fair proposition?

Price, 1-4 H.P., $75; 1-3 H.P., $80; 1-2 H.P., $90.
F. O. B. Kalamazoo.
110 Volts 25-30-60 Cycles.

WARNER MOTOR MANUFACTURING CO.
410-412 East Ransom Street, KALAMAZOO, MICH.

Quality Electrotypes

How often have you heard the excuse, "It was printed from electrotypes?"

This excuse will be unnecessary if you order your electrotypes from specialists, for experience has taught the specialist just how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

ENGRAVOGRAPHIA

Steel Die and Copper Plate Printing

Steel
and
Copper Plate
Engraving
and Printing
to the
Trade

Prompt Service

The American Embossing Co.,
192-96 Seneca Street
BUFFALO, N. Y.

Why "Pig" Metal?

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
1603 8th St. S. E., Minneapolis

COSTS YOU NOTHING TO
TRY

TRADE MARK
MAXITYPE
DRY MATS
REG. U. S. PAT. OFF.
[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL
DRY MATS
REG. U. S. PAT. OFF.
[For All Other Standard Boxes]

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
21 William Street New York

A New
Editorial Service

Cartoons—Comics—News Pictures—
Editorials, Etc. All in Mat Form—
For Weekly Newspapers—
Write for Sample.

NATION-WIDE SERVICE
614 Park Bldg. Cleveland, Ohio

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 52)

Chicago, and a good business is coming along in St. Louis. Another man will be added to the staff at Chicago. Mr. Stoddart left a clipping from the St. Paul Dispatch of Dec. 12, stating that the U. S. District court there has dismissed "the case of the Miller Saw Trimmer Co., Pittsburgh, against the Liberty Printing Co., St. Paul, on motion of attorneys for plaintiff. This action, begun three years ago, was in connection with an alleged infringement of patents owned by the Miller company, by defendant in the operation of an automatic press feeder manufactured by the Brandtjen Kluge Co., St. Paul." A handsome new folder for Kluge Feeders has been installed in our files.

Newspaper Baffles Newsboys—The newspaper with the longest name in the world, at least in the English language, is the **"Farnham, Haslemere and Hindhead Herald, Alton Mail, Bordon and Longmoor Journal, Liphook and Liss News and North Sussex Advertiser.** It is a weekly publication and can be taken home for two cents.

Goss Service Club—In line with encouraging long continuous service in its shop organization, which requires highest types of workers, this club was organized at the Goss plant in Chicago, and admits any worker who has completed five years of continuous service. At present there are over 250 men in this club whose years of service are as follows·

From 5 to 10 years	102
From 10 to 15 years	48
From 15 to 20 years	47
From 20 to 25 years	31
From 25 to 30 years	13
30 years and over	11

In a Holiday greeting sent out by the Goss Printing Press Co., the following paid tribute to the loyalty of the staff:

> "This Christmas is the thirtieth which many of our men have had in our employ. For others it is the twenty-fifth. A majority of our men including the officials have been with us for from five to twenty years or more. We are proud and deeply grateful for their loyalty. * * Mr. George A. Eddy, our president, has been actively identified with the company nearly thirty-three years."

Sitka (Alask.) Tribune—Has an imposing stone in its new office made of heavy slate—and it was formerly on one of the earliest billiard tables in the Far North.

Sioux City (Ia.) Tribune—Effective Jan. 1, mail subscription price increased from $4 to $5. The Journal, also.

Harding Memorial—Printers, craftsmen and publishers are contributing to a $3,000,000 memorial to the late printer-president. A mausoleum, preservation of the Harding homestead and endowment of a Harding Chair of Diplomacy and Functions of Government at some central university are planned.

Sealed Packages, Fourth Class—From 9 H, Journal of the Philadelphia Typothetae: Under certain conditions which the printer can meet, mail matter may be sealed yet sent at fourth class rates—If there is attached to packages a printed label reading:

> "Contents Merchandise—Fourth Class Mail: Postmaster: This parcel may be opened for postal inspection if necessary."

Label on City Printing—Judge Buffington, Minneapolis, has ruled that the city ordinance providing that all city printing must bear the union label is not enforcible, being in effect discriminatory "in favor of one organization, or set one body of citizens against another."

How Do You Do It?—A man temporarily working in DeSmet, S. D., recently visited The News office and laid down a quarter for a month's subscription, the time of his stay. The News also tells of receiving a $20 bill from a subscriber, paying up arrears and six years in advance.

How About Shean?—Build Wisconsin of the State College of Agriculture tells of a community paper that presented all the Gallaghers in town who called at the office with free movie tickets.

Something in This—A professor writes that for agricultural news "there ought to be someone in the newspaper office receiving the matter who is well enough informed and sufficiently in sympathy with agriculture to either sidetrack an erroneous story or change it in line with actualities."

Skowhegan (Me.) Independent-Reporter—Something really new: A tasty booklet with special cover commemorating the 100th anniversary of the first newspaper in the county, giving a history, cuts of the editors past and present, a description of the plant and cuts of every device in use. These include: Duplex Model A, Westinghouse fan, Standard Envelope Sealer, Self-Computing Parcel Post scale, Dalton adder, National Cash Register, Sundstrand Register, Golding jobber, Linotype, C. & P. Gordon, Whitlock Pony Cylinder, Roberts Numbering Machine, Wesel furnace, Boston Stitcher, Royal Typewriter, Sweatsaver Saw, Diamond Power Cutter, Hamilton Cabinet, Poco Proofpress, etc.

Nearer—Richmond (Va.) News-Leader carried a full pager of Grace-Covenant Presbyterian church announcing dedication of its new $400,000 edifice. Dr. Lees, Angelican archbishop of Melbourne, Australia: "I look upon the newspaper profession as an honorable one and one in which men come in touch closely with the life of the people. Therefore they have powerful influence upon the community, and it seems to me a good and proper thing to include them in our prayers.

J. K. Groom, Sage of Joliet, Etc.—"There are in Elgin 600 homes. It costs between 8 and 10 cents per home to sample. At 8 cents it would cost $600. That $600 would pay for a fine campaign of advertising run once a week for a year, almost 24 inches per insertion."

—JOHN MEYER.

IN MEMORIAM

Ben H. McCain—For many years vice-president of the Dexter Folder Co., in charge at Chicago; Miami, Fla., Nov. 20, 1923.

Albert Fink Smith—Vice-president Miehle Printing Press and Mfg. Co.; Philadelphia, Dec. 4, 1923.

A. O. Bunnell—Dean of New York state publishers, Dec. 1, 1923.

N. Russell Hill—President of the Washington State Press association, at Seattle, Dec. 12, 1923.

N. P. J. Classified Advertisements

Address all Communications to NATIONAL PRINTER-JOURNALIST, Classified Dept., 129-135 Michigan Street, MILWAUKEE, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

BUSINESS OPPORTUNITIES

$12,000 cash secures control of a fine $25,000 plant. Address Opportunity, Drawer 339, Lititz, Pa.

FOR SALE—MACHINERY

FOR SALE—Goss Comet flat-bed web newspaper press, printing papers of six, seven or eight columns wide and 22-in. long. New in 1920 and practically good as new now. Will run papers from web at 3500 per hour, using flat forms without stereotyping. For sale because of installing a larger press. For details address Baker Sales Co., 200 Fifth Ave., New York.

SPECIAL SERVICES

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WANTED—HELP

Salesman calling on printing plants and newspapers to sell Howard Type-High Planers. These machines reduce make-ready costs, speed up production and improve printing. Reasonable sales prices, liberal commission, exclusive territory. White Mfg. Co. Goshen, Ind.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

Frank Weeks Press Circulation Service

WASECA HERALD (MINN.) CONTEST WINS OVER CUT-RATES AND SOLICITORS

***$4100** and six hundred NEW subscribers (no arrearages collected) for the Waseca, Minn., HERALD, with a $1400 prize list. Circulation now over 2,000. J. P. Coughlin, Pub.*

◆

While opposition weeklies cut rates to one dollar, put crews of solicitors in the field with consequent loss; Mr. Coughlin added hundreds of new subscribers to the HERALD list and BANKED hundreds of dollars through CLEAN contest methods leaving no disagreeable situations to bother later. WEEKS SERVICE INSURES maximum results at minimum cost. Arrange for your 1924 drive NOW.

717 First Wis. Nat'l. Bank Bldg., Milwaukee, Wis.

Wilkes TYPE METALS

WILKES TYPE METALS

WERE THE CHOICE of hundreds of highest grade printers during 1923. The list of users of Wilkes Metals looks like the blue book of the printing trades.

Unequaled Purity, Uniformity and Low Working Temperatures have caused substantial reductions in metal charges with corresponding betterment of results. Send for Wilkes Type Primer and learn all the reasons why.

Cast Quality Face, Body and Plates.

METALS REFINING COMPANY
Convenient Warehouses
Quick Deliveries
HAMMOND, IND.

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery.

485 BROADWAY, MILWAUKEE, WISCONSIN

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

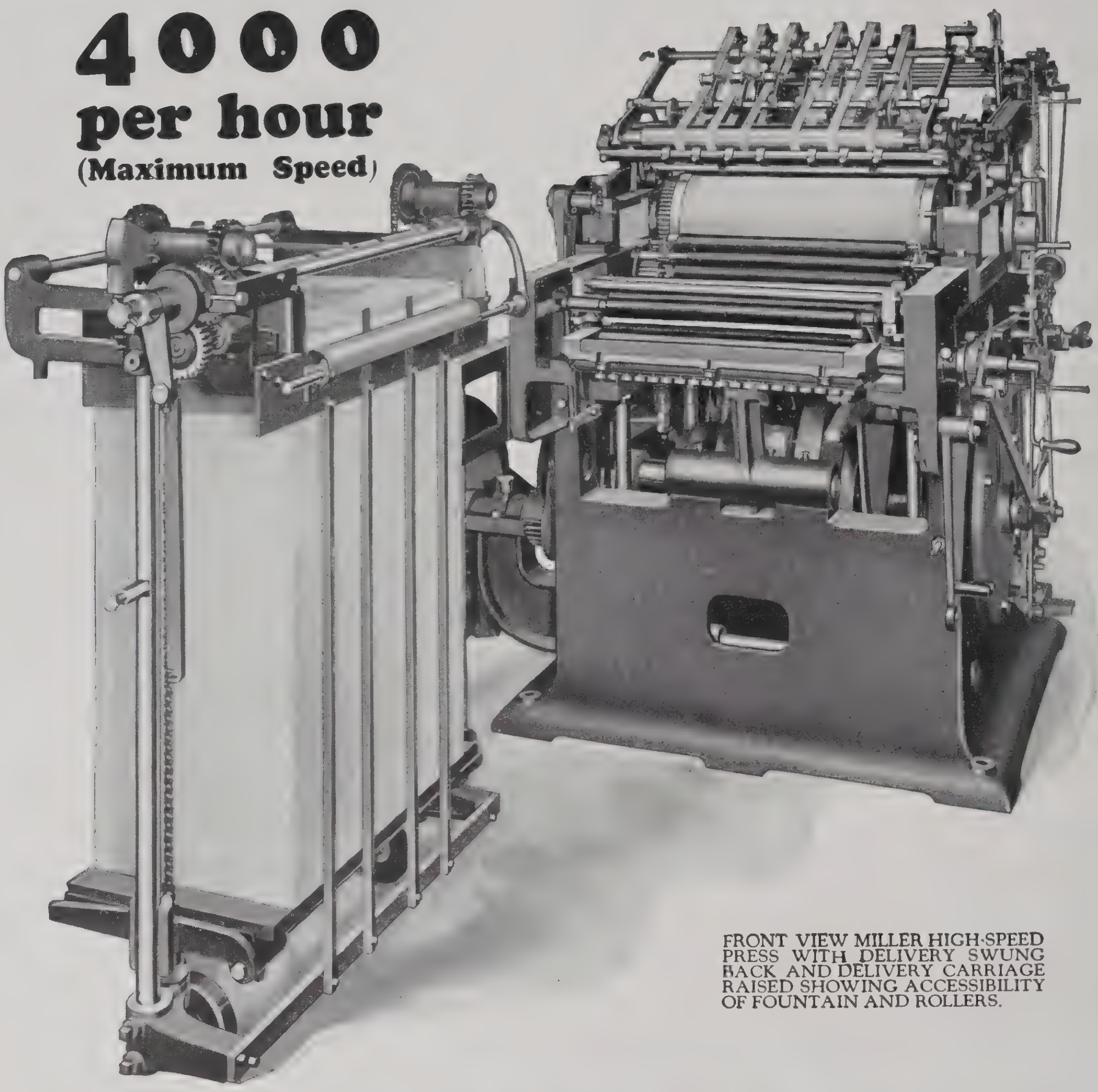
Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

CLINE ELECTRIC MANFG. CO CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK



4000 per hour
(Maximum Speed)

FRONT VIEW MILLER HIGH-SPEED PRESS WITH DELIVERY SWUNG BACK AND DELIVERY CARRIAGE RAISED SHOWING ACCESSIBILITY OF FOUNTAIN AND ROLLERS.

Miller High-Speed Press

THE SCOPE OF OPERATION of the MILLER HIGH-SPEED ranges from the smallest type forms to fine halftone and multi-color work, sheet size 5" x 7" to 12¾" x 20", all weights and grades of stock from onionskin to heavy coated cardboards. It will produce with minimum make-ready in greater volume and more economically **than any other flat-bed press built.** Production records in scores of HIGH-SPEED shops confirm this broad statement. Write today for descriptive matter, samples of work, facsimile letters from users and other interesting HIGH-SPEED literature, mailed free on request.

The Miller Saw-Trimmer Company

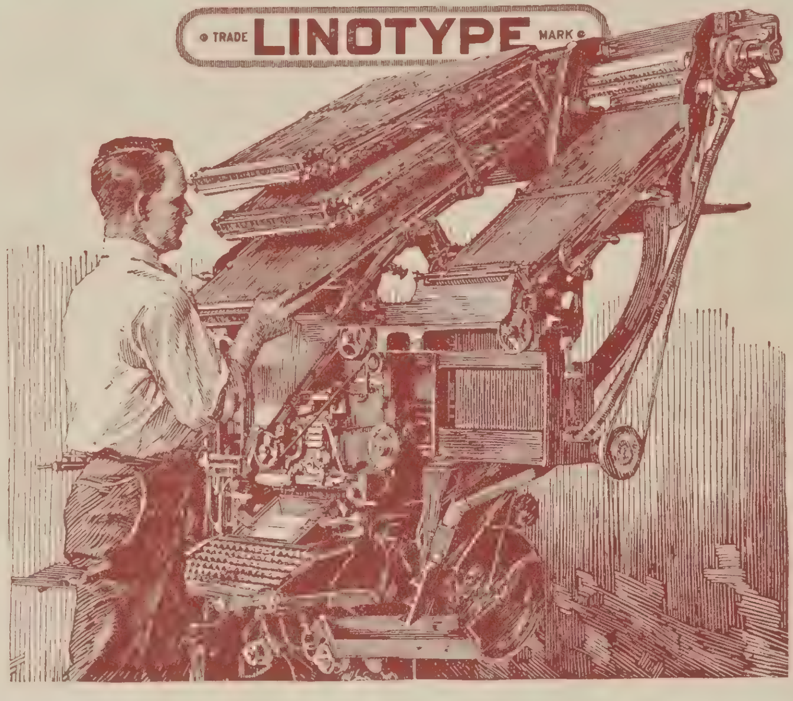
2 to 24 Penn Ave. Pittsburgh, U.S.A. Point Building

ATLANTA BOSTON CHICAGO DALLAS DETROIT
LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO
MILLER & RICHARDS, Toronto - Winnipeg LANSTON MONOTYPE CORP., Ltd., London

The Trade Mark here
shown must appear on
every GENUINE Roll of
Cromwell Tympan Paper

MADE BY
THE
CROMWELL PAPER CO.
JASPER PLACE
CHICAGO
U·S·A·

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION



Quick Magazine Changes

The first Linotypes were one-face, one-body machines. Today Linotype composition is as flexible as hand composition. The Linotype operator brings any magazine on the machine into operation instantly. Complete changes of magazines are made by simply lifting off and on from the front of the machine.

This greatly increased usefulness has resulted from a long series of Linotype inventions, such as the Quick-Change Magazine, the Split Magazine, the Front Removability of All Magazines, the Automatic Matrix Locking Bar.

Users of forty-six thousand Linotypes throughout the world are profiting daily from the Linotype Company's policy of constantly developing the Linotype to meet today's needs.

TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

SOME *of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:*

- The Circulating Matrix
- The Slug (Complete Line of Type)
- The Spaceband
- The Power-Driven Keyboard
- The Two-Letter Matrix
- The Quick-Change Magazine
- The Auxiliary Magazine
- The Split Magazine
- The Front Removal of Magazines
- The Multiple-Magazine Machine
- The Seventy-two Channel Magazine
- The Display Machine
- The Text-and-Display Machine
- The Multiple Distributor
- The Two-Pitch Distributor Screw
- The Universal Mold
- The Four-Mold Disk
- The Recessed Mold
- The Automatic Font Distinguisher
- The Universal Knife Block
- The Universal Ejector
- The Sorts Stacker and Multiple Sorts Stacker
- The Forty-two-Pica Measure Machine (1897)
- Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Composed entirely on the LINOTYPE *in the Bodoni Series*

NATIONAL PRINTER JOURNALIST

FEBRUARY, 1924
Vol. 42. No. 2.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

In This Edition

Direct Returns
As an Advertising-Value Yardstick

Cost-Finding
A Practical Lesson, for News-Job Shops

Life Insurance
For Executive Printer-Journalists

Enough Equipment
An Unusual Policy, in a Canadian Weekly

Ideas-To-Use
For Every Department of Your Business

Every Feature—In Fact, Every Line, Is Useful to You

A Magazine for the Newspaperman and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

Still More About the

PONY AUTOPLATE MACHINE

M E. NICHOLS, MANAGING DIRECTOR
TRIBUNE BLDG. COR. SMITH AND GRAHAM

The Winnipeg Tribune
ESTABLISHED 1890
Winnipeg
CANADA

L. J. Tarte, Esq.,
LA PATRIE,
Montreal, P. Q.

November 20, 1923.

Dear Mr. Tarte:

I wired you today that the PONY AUTOPLATE had given us entire satisfaction. This scarcely does justice to our appreciation of our new stereo equipment. It has greatly simplified our mechanical problem, not only giving us better speed and better plates, but ample room for work in which previously there had been great congestion.

With the two PONY AUTOPLATES it is not necessary for us to carry any of the usual reserve machinery. We were able to dispense with our plate finishing machine and hand boxes, so that now all we have in our casting room are the two PONY AUTOPLATES connected up with the metal furnace.

Our stereotypers find that a great load has been lifted from them in the simple operations which are now necessary to produce plates. They are working with a new will and spirit, which, as you know, is something to establish in the mechanical department of a newspaper these days.

Are you using the dry mat? We introduced it about eight months ago and have found it a complete success. If you would like to see how the TRIBUNE is printed, I shall be pleased to put you on our complimentary list for a month or so, that you may be able to "look us over."

With kind regards and best wishes,

Your faithfully,

M. E. NICHOLS.
Managing Director

Upon receipt of this letter
LA PATRIE
ordered a
Pony Autoplate Machine

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

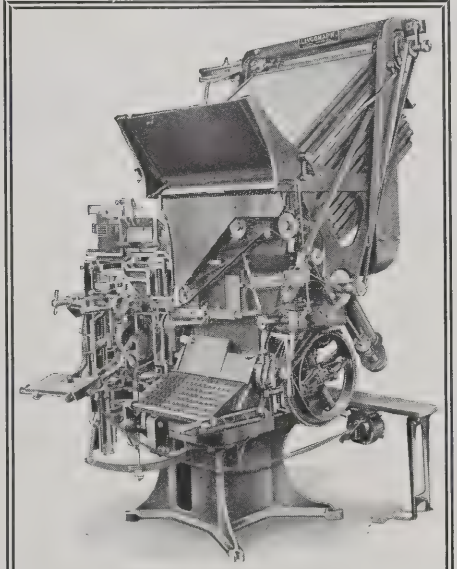
Why Call Model 12
"The All Purpose Linograph"

While every Linograph adapts itself to that particular phase of the printing industry it may happen to be needed for, each model has a certain individuality of its own. Model 1, the first model built, is known as *The Simplest Line-Casting Machine on the Market.* It is as nearly foolproof as any machine of its class can possibly be. Model 3 Linograph is known as *The Machine That Grows With Your Business,* for its range can be expanded as increasing business demands it.

Model 12, due to its wonderful versatility, is called simply, *The All Purpose* Linograph:

FIRST: Because a complete job, no matter how varied or complicated, can be set direct from standard keyboard without the operator leaving his chair.

SECOND: Because it can be used wholly as a display machine. It is entirely practical to carry twelve complete fonts of display matrices including caps, lower case, figures and other characters in 90 channel magazines and set it from regular keyboard layout.


MODEL 12 LINOGRAPH

THIRD: This same machine can be used to set straight matter whenever desired and its total production will be as great or greater than any news machine.

Truly a machine that will serve every printing purpose — *The All Purpose* Model 12 Linograph.

Further information on request.

The Linograph Company

Davenport, Iowa, U. S. A.

Western Agency: 429 Sacramento Street
San Francisco, Calif.

European Agency
Et. Pierre Verbeke
Brussels, Belgium

Australasia, So. Africa
Parsons & Wittemore
New York City

So. American Agency
Ault & Wiborg
Cincinnati, Ohio

HYLOPLATE

A Bleached, Refined, Ground Wood Paper

Takes Halftones of Any Screen

YOU can use halftones of up to 150-line screen with complete confidence of pleasing results on Kimberly-Clark *Hyloplate* and *Hylo English Finish.*

Four-color process work as well as one- and two-color printing all show up beautifully on these supercalendered, bleached, refined, ground wood sheets. You will find them thoroughly satisfactory for a wide range of general printing requirements.

These Samples Are Practical

Let your paper merchant send you printed samples which show actual printing results with various halftone screens on different weights of Hyloplate and Hylo English Finish.

Regular sizes and weights are carried in stock and sold by the paper merchants named at the right.

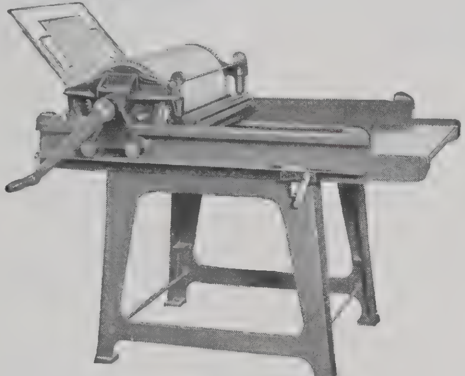
Kimberly-Clark Company
-Established 1872-
Neenah, Wisconsin

- ATLANTA
  - The Chatfield & Woods Company
- BUFFALO
  - The Alling & Cory Company
- BUTTE
  - Minneapolis Paper Company
- CHICAGO
  - Bradner Smith & Company
  - Chicago Paper Company
  - Parker Thomas & Tucker Paper Co.
  - Swigart Paper Company
- CINCINNATI
  - The Chatfield & Woods Company
- CLEVELAND
  - The Petrequin Paper Company
- DALLAS
  - Graham Paper Company
- DENVER
  - The Carter Rice & Carpenter Paper Co.
  - Graham Paper Company
- DES MOINES
  - Carpenter Paper Company of Iowa
  - Western Newspaper Union
- DETROIT
  - Beecher Peck & Lewis
- EL PASO
  - Graham Paper Company
- FARGO
  - Western Newspaper Union
- INDIANAPOLIS
  - Crescent Paper Company
- KANSAS CITY
  - Graham Paper Company
  - Kansas City Paper House
- LINCOLN
  - Lincoln Paper Company
  - Western Newspaper Union
- LITTLE ROCK
  - Western Newspaper Union
- LOS ANGELES
  - Western Pacific Paper Company
- LOUISVILLE
  - Southeastern Paper Company
- MILWAUKEE
  - The E. A. Bouer Company
- MINNEAPOLIS
  - Minneapolis Paper Company
- NASHVILLE
  - Graham Paper Company
- NEW ORLEANS
  - Graham Paper Company
  - E. C. Palmer & Company, Ltd.
- NEW YORK CITY
  - The Canfield Paper Company
- OKLAHOMA CITY
  - Kansas City Paper House
  - Western Newspaper Union
- OMAHA
  - Carpenter Paper Company
  - Field-Hamilton-Smith Paper Company
  - Western Paper Company
- PHILADELPHIA
  - The Canfield Paper Company
- PITTSBURGH
  - The Chatfield & Woods Company
- PUEBLO
  - Colorado Paper Company
- ROCHESTER
  - The Alling & Cory Company
- SALT LAKE CITY
  - Western Newspaper Union
- SAN ANTONIO
  - San Antonio Paper Company
- SAN FRANCISCO
  - General Paper Company
- SIOUX CITY
  - Western Newspaper Union
- ST. LOUIS
  - Graham Paper Company
- ST. PAUL
  - E. J. Stilwell Paper Company
- TOLEDO
  - The Commerce Paper Company
- WICHITA
  - Western Newspaper Union

THE RIGID BED

Vandercook Rigid Bed Composing Room Presses

These presses are furnished with removable steel galley thickness bed plate so that forms may be proved in galleys or slid on to bed of press.



COMPOSING ROOM CYLINDERS
SIZES. 17x25 and 25x25
The large size will take a full size newspaper page locked in type-high chase without inking or printing the chase. These presses have the most efficient and at the same time the simplest automatic inking, trip, grippers and feed.

ROLLER SERIES PRESSES
SIZES, 10x24 and 12x24 (Automatic Inking)
The Vandercook Roller Series Proof Press inks both ways of travel and prints both ways. It has two ink plates. It is most accurate and speedy in operation.

MODEL No. 1 TRUSS PRESS
SIZE, 13x18 (Hand Inking)
Built for the greatest good to the greatest number. Any printing that can be done on any press can be done on this press—four-color process work to perfect register more simply than on any other machine. It is ideal for testing cuts and plates as well as for ordinary proofing.

makes precision and rigidity possible at the lowest construction cost.

Vandercook Proof Presses

have rigid beds, the cylinder only is moved, not the heavy bed and form. With this construction there is less liability of moving type off its feet when the work is done rapidly and the forms not locked up.

Because of this recognized correct principle of construction, Vandercook Rigid Bed Composing Room Presses have been sold largely without personal solicitation and to those firms who are known to need the highest quality and speed in the production of proofs.

Where the greatest accuracy is wanted these presses are supplied with cylinder ground to take the amount of packing desired (one or more sheets). The beds are machined for use without a galley thickness bed plate. We also furnish precision bases for plates. These special machines are sold at small additional cost.

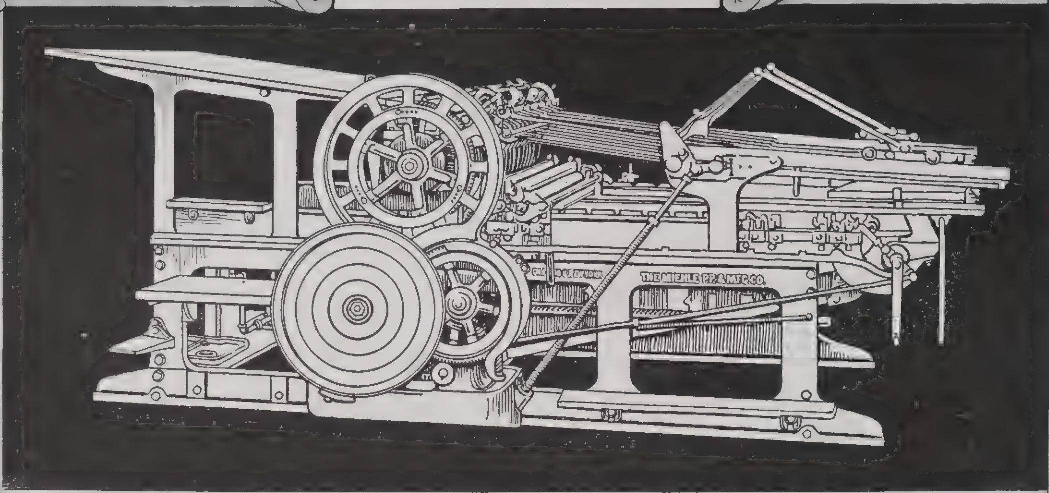
VANDERCOOK & SONS

Originators of the Modern Proof Press

1716-22 West Austin Avenue, Chicago, Ill.

Represented by: Keenan, Pollard & Co., New York; John S. Thompson, San Francisco; Prince & Hensley, Los Angeles; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England.

The Miehle


THE MIEHLE PR. & MFG. CO.

Forward-Looking Men

STATISTICS have their value. They enable us to measure past achievement. Rightly interpreted, they are a guide to future action.

The past is always dead. Forward-looking men live in the future. It is they who prepare for to-morrow and many more to-morrows.

The forward-looking printer will see that growth is the only condition which will satisfy his honorable ambition.

He will see to it that his press equipment is ample to meet the requirements of his growing business.

He will make sure that it is the most efficient, the most economical—the Miehle.

That choice will be justified by all the statistical data at command.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., [illegible] Monadnock Block PHILADELPHIA, PA., [illegible] Chestnut Street BOSTON, MASS., [illegible] Federal St.
NEW YORK, N. Y., [illegible] Woolworth Bldg. DALLAS, TEX., [illegible] Bldg. SAN FRANCISCO, CAL., [illegible]
ATLANTA, GA., Dodson Printers Supply Co. DISTRIBUTERS for CANADA: Toronto Type Foundry Co. Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Wire stitch it on a No. 3 BOSTON

SIMPLICITY OF OPERATING MECHANISM AND A VERY HIGH QUALITY OF WORK, EASILY HANDLED, CHARACTERIZE THIS MOST POPULAR BOSTON WIRE STITCHING MACHINE

Turning the Handwheel To Gauge the Thickness of Work Automatically Adjusts all Parts

Nearly 2200 of the No. 3 alone have been sold and the demand is as strong as ever. It is adapted to all general classes of wire stitching of a thickness capacity from two sheets to one-half inch. The speed may be upward of *200 stitches per minute* when equipped with the newly designed expanding ring clutch. Perfected wire straightener and improved supporter mechanism are also new features. Wire used is from No. 30 round for thin work to No. 21x25 for maximum thickness. A polished and nickel plated combined flat and saddle table, with work guide and work stop, is positioned for the two classes of stitching instantly without the use of tools. For unusual work requiring stitching well in from the edge an extension table is provided at small extra expense. Wire clips are built into the machine, and the operator makes all of the changes for different classes of work. Regular head makes a half inch width of stitch. Parts may be obtained for a ⅜ inch width, or a new complete head for ¾ inch width, minimizing the pulling out of inside pages on thin coated paper work. *Boston Wire Stitchers reduce bindery expense to a minimum.*

The No. 3, all regular sizes of Boston Wire Stitchers for printers and binders, spare parts and the best grade of tinned steel bookbinders' wire are carried in stock by our Selling Houses.

Quotations and illustrated catalogue
mailed on request

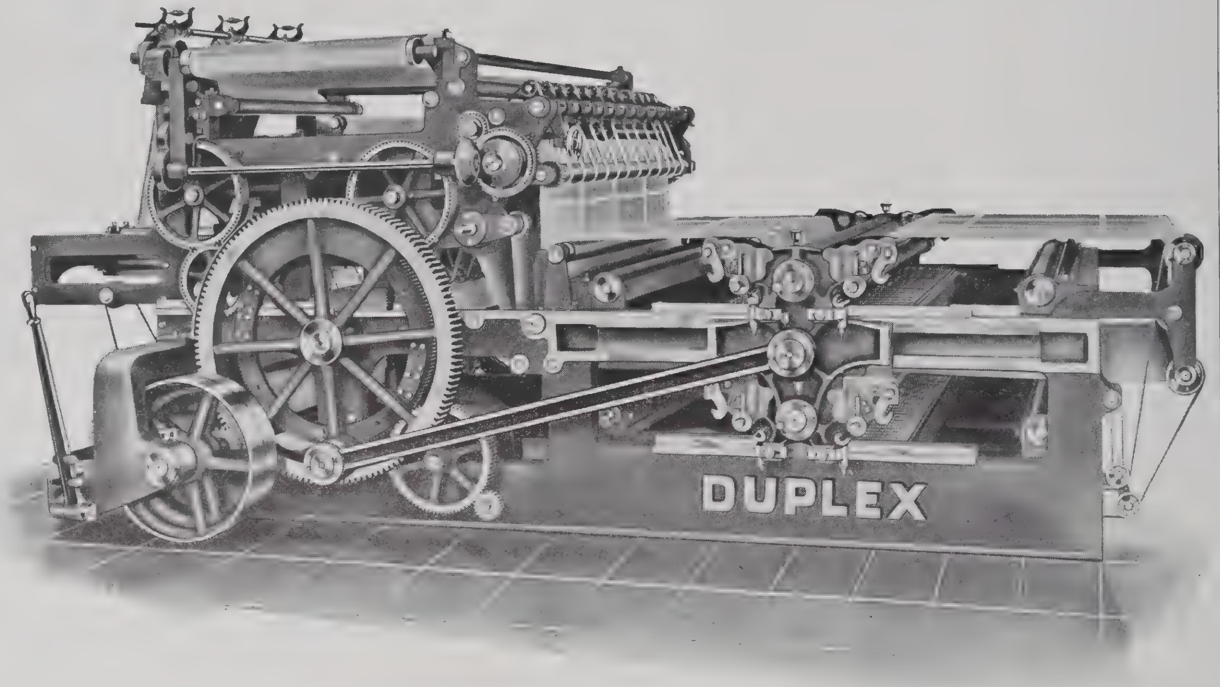
AMERICAN TYPE FOUNDERS COMPANY

General Selling Agent

GARAMOND AND GARAMOND ITALIC TEAGUE BORDERS

A FEW REASONS–

WHY THE PROGRESSIVE PUBLISHER SHOULD EQUIP WITH A **DUPLEX "E"** FLATBED WEB PRESS



1—It is the only HIGH SPEED flatbead web press built. Speed, 5000 to 6000 papers per hour, printed, folded and counted.

2—***It is the only flatbed web press built which prints a complete paper on each stroke*** of the reciprocating parts—all other presses print on alternate strokes only—the return stroke is unproductive, obviously inefficient.

3—It is the only flatbed web press which is flexible as to the width of the printed page. The Model "E" press prints 7 col. 13 ems; 8 col. 12 ems; 8 col. 12½ ems, and 8 col. 13 ems—6 point column rules—standard or narrow margins—and the change from one to another may be made in a few minutes by the pressman himself.

4—It is the only flatbed web press equipped with a PAPER-ROLL HOIST, a great convenience and labor-saver.

5—Because the DUPLEX flatbed press has been built and brought up to its present state of perfection by its ORIGINATORS—over forty years of productive and successful experience stands back of it,

WRITE FOR BULLETIN 701

Duplex Printing Press Co.

Main Offices & Works: BATTLE CREEK, MICHIGAN

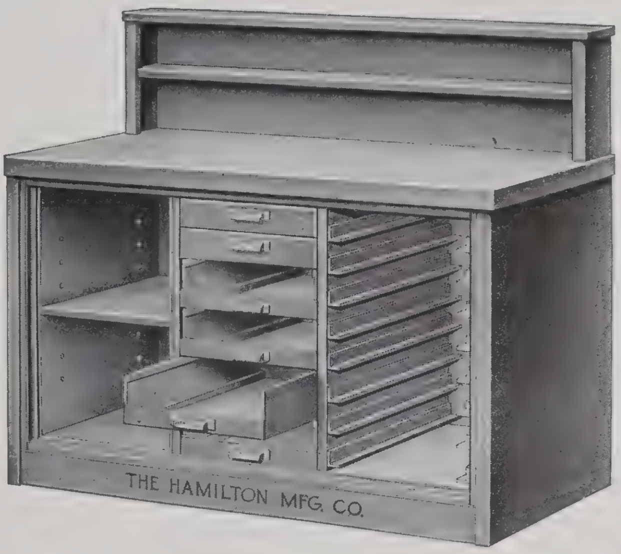
World Building
New York City

New Temple Building
Chicago

Chronicle Building
San Francisco

HAMILTON

Monotype Keybank, Keybar and Storage Cabinet



Steel, No. 13638
Wood, No. 3638

THE lower bin at left is for the storage of rolls of paper. The upper bin is for storage of empty Drums. In the middle section the two drawers at top are for carrying tools and appliances and Job Jackets and for the general convenience of the operator. The four trays in middle section under the drawers are for Keybanks. In the section at right are eight pairs of extra heavy angle-iron runs on which eight Keybars may be suspended. The top and shelf at rear of top are for laying out copy, Drums required for work in hand, Job Jackets, sorts, etc. The cabinet is covered with three sliding doors, which are omitted from this illustration so as to show interior arrangement.

Size over all, $48\frac{1}{8}$ in. long, $22\frac{3}{16}$ in. deep and 42 in. high. Height to working top, 30 in.

Manufactured by

The Hamilton Manufacturing Company
TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods Are for Sale by all Prominent Type Founders and Dealers Everywhere

A Typical INTERTYPE Equipment

1st Main Magazine

thirty-point cloister bold–

also eighteen-point, including the figures, $1234567890, runs in the left and center

◆

2nd Main Magazine

In this magazine is the useful 12-point KENNTONIAN—caps, lower case, figures $1234567890, and points. This face will commend itself to all the printers and publishers

Combined with the Kenntonian is 12-point CLOISTER BOLD—caps, lower case, figures $1234567890, and points. Cloister needs no introduction to those who know

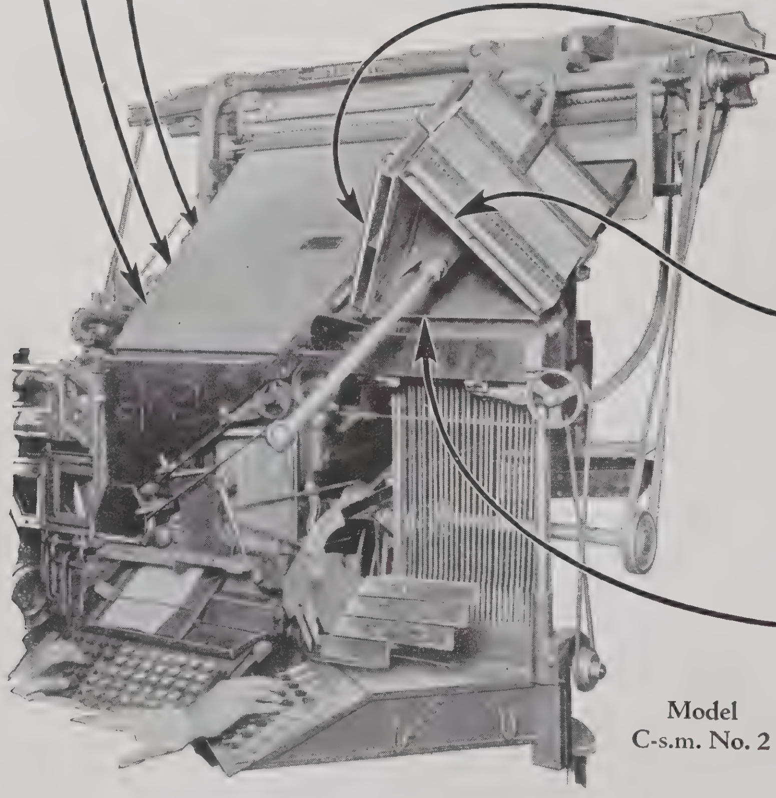
◆

3rd Main Magazine

This magazine carries 8-point KENNTONIAN—caps, lower case, figures $1234567890, and points. Changes from this magazine to either of the others are made in a few seconds, and all magazines are easily removed

With the 8-point Kenntonian is combined the 8-point CLOISTER BOLD—caps, lower case, figures $1234567890, and points. This makes a very practical equipment, as the Cloister Bold can be used for various headlines

This entire page was set on an Intertype in Kenntonian and Cloister Bold



1st Side Magazine

THE EIGHTEEN POINT CLOISTER RUNS INTO

2nd Side Magazine

THIRTY POINT BOLD IN THIS

3rd Side Magazine

Model
C-s.m. No. 2

THIRTY-SIX

INTERTYPE CORPORATION, General Offices, 50 Court St., Brooklyn, N. Y.

New England Sales Office, 49 Federal St., Boston; Middle Western Branch, Rand-McNally Bldg., Chicago; Southern Branch, 77 McCall St., Memphis, Pacific Coast Branch, 560 Howard St., San Francisco; Los Angeles Sales Office, 1240 S. Main St.; Canadian Agents, Toronto Type Foundry Co., Ltd., Toronto; British Branch, Intertype, Ltd., 15 Britannia St., Kings Cross, London, W. C. 1

NATIONAL PRINTER JOURNALIST

Vol. 42 MILWAUKEE, WISCONSIN, FEBRUARY, 1924 No. 2

All Over the Cover and Inside

How a Maine Country Weekly Publisher Gets the Meat Out of NATIONAL PRINTER-JOURNALIST for Himself and for His Employes

By ROLAND T. PATTEN

Manager, Skowhegan (Me.) Independent-Reporter

I WANT to tell you how I read my December number of the NATIONAL PRINTER-JOURNALIST. It went along to my home with me, as every copy does, because there I have the best opportunity to read it undisturbed. The reading sometimes spreads along for a week or more. As I read, I mark the paragraphs which I think will be of especial interest to the various members of my force and note the pages, where these marks occur, *on the front cover.* It hurts my feelings to disfigure the publication to that extent. The plan is so practical, however, that I cannot abandon it, and this seems to be the only way to carry it cut. Then I take the copy back to the office with me and dictate a slip to be attached to the front cover. This indicates the rotation in which it is to be handed around among the *Independent-Reporter* family. On this slip appears my suggestion as to the marked paragraphs, designating by name the employee who will be especially interested in the portion so marked.

ROLAND T. PATTEN

IN the December number I thus called to the attention of Mr. Croteau, the Advertising Manager, the article on page 12, with reference to advertising rates. To Mr. Rhodes, the head pressman, I suggested particular interest in the method of handling damaged rolls, on page 16. I also suggested that Mr. Lewia, the job foreman, read this same piece. Mr. Lewia was also asked to read your article on page 22, "Ruts—Keep Out."

I was certain that the advertising man, Mr. Croteau, also ought to read about the mats and the casting box, on page 24. I was anxious that the Job Foreman should read the article on page 42, which described a rather striking form of newspaper wrappers.

I have an electrician and repair man, Mr. Sheridan, and made a notation, asking him to note the blower idea suggested on page 50. Perhaps he can use our vacuum cleaner in the same way.

Now, I don't know of course, that all of these suggestions will be followed, but for the most part I think

A Good Way to Route "NPJ" and Other Papers Through a Shop

LIBRARY COPY—ROUTING TICKET

Date Rec'd ....

PLEASE NOTE AND PASS IN ORDER NAMED AFTER READING STRIKE OUT NAME AND INSERT DATE PASSED ALONG

	Referred to	Date Read	Note Pages
1			
2			
3			
4			
5			
6			
7			
8			
9			
10	Librarian	Filed	

THIS TICKET IS USED IN THE HOME OFFICE OF "NPJ" FOR SENDING PUBLICATIONS RECEIVED TO ALL EXECUTIVES they will be. As the plan works out I find that other parts of the magazine, not referred to, are read with more thoroughness because of the special attention called to these marked paragraphs.

MY connection with the publishing business commenced in 1905. I did not at once come to fully appreciate the value of current literature on printing and publishing subjects. In past years I read a great many books of this character, but my reading of monthly and weekly trade papers and magazines was rather carelessly done. I am sure *I devote more time to reading the trade magazines now in one week than I did in an entire year earlier in my newspaper experience.*

Anyone connected with the printing trade, employee or proprietor, who fails to make the most of the PRINTER-JOURNALIST and similar publications, is missing much that will be of the greatest service. *I make a never-ending effort to induce the members of my force to view this matter as I do* and I am sure they, also, are reading the trade publications much more thoroughly.

It should be mentioned that the advertising pages are as important, and for the most part as interesting, as the narrative matter always is.

NATIONAL
PRINTER-JOURNALIST
Established 1883 as The Printer and Publisher. Published Monthly by the TRADE PRESS PUBLISHING CO.
129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Editor and Publisher

JOHN MEYER, Managing Editor
C. H. DuCLOE News Editor
GEORGE A. JUST Technical Counsel
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, Artist

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 48 East 41st St. DETROIT—D. L. Prouty, 406 McKerchy Bldg. ST. LOUIS—M. M. Shurman, 713 Star Bldg. LOS ANGELES—C. M. Minier, 1116 Chapman Bldg. SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg. SEATTLE—C. M. Minier, 405 Walker Building.

SUBSCRIPTION RATES: In the United States, Cuba, Mexico and Canada, $2.00 per year; Foreign subscriptions, $3.00 per year. Single copies, 25 cents. Advertising rates on application.

EDITOR'S NOTE: Mr. Patten is one of the rapidly growing number of journalist-printers and printer-journalists who is apparently just as desirous to make use of the practical information of the business, as are the editors to gather and present it—as are many publishers and printers willing to share their experiences with their fellow workers in this field.

Every publisher will at once appreciate the encouragement of such a message as the foregoing—an *Experience Story* in itself. There is even in this day altogether too much of a lack of really worthwhile study of the offerings of trade and technical publications; and certainly, also, lack of sufficient interest among readers of newspapers in the offerings of the editors, whether in large or small towns.

It seems to us that *editors, publishers and other newspaper executives must agree that if they, themselves, are not setting a good example, with publications issued in their interests, they cannot expect their readers to do any better with their newspapers, circulars, etc.*

Mr. Patten, who has been business manager of the Skowhegan (Me.) *Independent-Reporter* since 1913, evidently has found that it pays to *use* the trade papers he takes. His weekly has a circulation of 4,601, by A. B. C. audit, *the only country weekly in America,* so far as we know, *to be a member of the Audit Bureau of Circulation.* It is reported that Mr. Patten's circulation is the largest-paid-in-advance of any country weekly in New England *and stands not lower than tenth among the* 11,000 *country weeklies of all America.* He has spoken on newspaper and job printing at a great many gathering in the eastern states and eastern Canada, and contributed experience articles to leading printing and publishing journals. "NPJ" will cheerfully send any reader a sample of the magazine routing slip used in our editorial and business departments and depicted herewith, and can guarantee that the proper use of this slip will readily and easily make it possible for every executive and sub-executive to promptly and conveniently get the good things coming to your offices in trade journals and other publications of practical purpose.

* * *

Signs of the Times

GOOD ROADS MAGAZINE states that Massachusetts will hereafter put a tax on highway signs even though erected on private property, officials contending that the value of such a sign is derived from the highway, and the public owns the highway; permission from the land owner is a secondary matter. This recalls the action of the Indiana Commission over a year ago in removing all advertising signs from the right-of-way of state roads, determined that such an action would reduce traffic hazards. *Good Roads* says accidents have been lessened as a result.

SATURDAY EVENING POST: "Professional sports continue their dizzy financial spiral upwards * * * Truth is that we are allowing ourselves to be press-agented to death * * * The newspapers are without doubt largely to blame for this bloating of professional sports * * * Competitive sports and frenzied finance should never go hand in hand."

SOONER STATE PRESS: "If baseball were purely sport for sport's sake, even so there would be little objection to giving a good percentage of the news space of each edition of the paper. Yet baseball is in this day and age principally a commercial undertaking * * * the editor not only bores the readers that don't happen to be interested but deprives himself of a certain amount of advertising revenue."

ENGINEERING NEWS RECORD: "This is the time of the year when an editor realizes how elaborate is the mechanism of the government. In every mail there comes from Washington some new product of the government printing office. * * * The mere reader is fortunate. Much of this verbosity finds the waste paper basket and that which survives suffers a diminution which must pain the official authors."

Lots of Ways to Determine Actual Sales Power of Ads, Publishers Reply

"Direct Returns" Alone No Real Test at All; and, They Continue, the Quality of Product, the Copy and Sales Plan, as Well as the Media, Must Be Taken Into Account Increasingly by the Advertisers

◆

NATIONAL PRINTER-JOURNALIST for January emphasized a number of angles with relation to the selling of newspaper advertising space which, we believe, will be given more prominence, regardless of actual merit, among space buyers in 1924 than heretofore.

In publishing an illuminating exchange of letters between W. Earle Dye, publisher of the Richmond (Mo.) Missourian, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, as to just how a newspaper publisher in the non-metropolitan places can build up his "foreign" volume, "NPJ" has evidently met a very great and pressing need felt in many newspaper offices, judging by the mail received by our editors from readers.

The January "NPJ" feature also pointed out that advertisers are going to look more closely into details of circulation — according to the annual report of P. L. Thomson, president of the Association of National Advertisers.

❧

AGAIN, what of the tenor of an advertisement in "NPJ" columns in January, asking this question of publishers:

"Do You Believe in Display Advertising? Do You Really Believe It Pays? WHAT METHOD CAN POSSIBLY DETERMINE THE ACTUAL SELLING POWER OF AN ADVERTISEMENT?"

This advertisement and the question obviously centered on the point of DIRECT SALES RETURNS, apparently ignoring for the purpose in mind all the other products with which adadvertising is credited, and the place that copy itself, and the sales plan behind it, occupies in successful publicity.

Readers of "NPJ" in various parts of the United States have written their views on these subjects and angles. Replies are published in the following. They are frank, and they make practical as well as interesting reading.

In analyzing the replies of fellow publishers, keep in mind the following statements in the "NPJ" advertiser's copy, in January:

"You say display advertising creates prestige, keeps the name of the advertiser before the public. You point to nationally known concerns that were developed through advertising. You say that advertising MUST pay —it must be PRODUCTIVE— because all successful concerns use it. BUT HOW CAN YOU TRACE DIRECT RETURNS—SALES?"

Too Strong as a Fair Test

Publisher Tells Advertiser Just How Good His Appeal Is, But Gives No Direct Return

THOMAS J. FERGUSON
Alpena (Mich.) News
(From Copy of Letter Sent to the Advertiser)

WE have just read with interest your two page ad in the current issue of National Printer-Journalist.

You place the actual test a little too strong to be absolutely fair to advertising.

The writer has many times before had mail matter from you on the subject, but as he was not immediately interested did not inform himself in detail and carried only a faint remembrance of the product. In the ad in question above, however, he has carefully read every word of the ad (including the price list.)

Now in this particular case, the ad does not measure up to your test, for the reason that it will not make a sale with us. We are now using a * * * that suits our present requirement and could find no use for it in our present office arrangement because of lack of room.

But the very fact that I have read this ad completely has put your rack indelibly on my mind, and it should go without saying that in the event we should later want to use a service rack such as you show, there is no possible chance of us buying without taking the matter up with you.

The above ad has not made a direct return—*sale*—but it has brought us in pretty close touch with you.

◆

Glad of Call for Pulling-Proof

D. J. WICKIZER
Secretary-Treasurer, Monticello (Ind.) Democrat-Journal

PUT me down for 6 months subscription to the NPJ. I want to watch your articles in connection with that double-page ad asking for replies. I don't happen to need any of that stuff at this time, however.

I am glad at last that someone has begun to see the need of having proof that advertising pays. I am personally getting up a big list of testimonials on advertising that appeared in our paper, and will put it together in good shape and issue a good booklet, and then advertise the booklet.

This is especially for classified advertising, but the same could be used on display advertising provided that there was enough good advertising appearing in newspapers to really bring in business that you could talk about. Most of our trouble is in not having the right kind of stuff in the ads. It's all assertion with no proof, and without interest.

N. E. A. Chief Meets Test

Cumulative and Future Value of Ads Illustrated by "NPJ" Use in Shop

WALLACE ODELL
President Tarrytown (N.Y.) Daily News
President N. E. A.

DO people read advertisements? I'll say they do, from the strongest language I can command! I never pick up your magazine that I do not first look over the advertisements to see what is new in the printing industry, so I can keep abreast with the times. The men in my plant also ask for the magazine, and, if there is anything new for linotypes or machines, they come to me.

It is sometimes hard to trace direct sales, as the reader may not have any need for the particular article advertised; but, months later, when he desires it, he will recall the advertisement and send in an order. I know this has happened in my case and, undoubtedly, in others.

The particular advertisement in which the question "Do people read advertisements?" is asked, has been appealing to me for months, and I am only waiting for my newspaper files to wear out to place an order.

(TURN THE PAGE)

Direct Returns as an Ad Test : : : : :

Continued From P. 11

Trio of Actual Experiences Show Powers of NP Ads

National Copy Manager of Winston-Salem (N. C.) Sentinel, Answers Question Concretely

By RUFUS SHORE
President of The Sentinel

THE best answer to the question is concrete evidence. In the fall of 1923 the writer, who has charge of the national advertising desk of the *Sentinel*, sold the local manager of the Morris & Co., packers, the idea that he could increase his sales on Morris Hams and Bacon with the aid of a newspaper advertising campaign in the *Sentinel*. The advertising department of Morris & Co., at Chicago agreed to give Winston-Salem a 5000-line contract.

The Service department of the *Sentinel*, at the suggestion of the local manager of Morris, had a representative talk before the Morris salesmen and first sell these men that newspaper advertising would increase the demands for Morris Hams and Bacon. This was followed by a letter to the retail food store telling the merchant what this advertising campaign would mean to his business.

The result was an increase of over 200 per cent in sales of Morris Hams and Bacon for the first four weeks, and in addition, merchants were induced to handle the line who had never before stocked this particular line.

ANOTHER concrete case was the instance of influencing a local cigar, cigarette and candy jobber to run a campaign in the *Sentinel* a few weeks before the holidays in which the jobber listed every item he had in stock and invited the merchant to come to his jobbing house and select his holiday stock—be ready to enjoy his share of the holiday trade. In the copy we played the idea that this was the year and the season when no merchant should miss a single sale, and without sufficient stock his volume would not be what it should be. This was followed by mailing to each merchant in this city and territory a copy of the opening ad marked as a "tear sheet" from the *Sentinel*. The result was that this jobber who had never tried a similar advertisement in the newspaper, sold out completely his holiday stock, sold merchants who he had never called on, and merchants from all over this territory came in bought and paid cash for their holiday stock.

ANOTHER case in evidence was the Cantilever shoe dealer. The manufacturer of the Cantilever shoe was using the *Ladies Home Journal, Literary Digest* and other publications of that class. This newspaper sold the local Cantilever shoe dealer a once a week campaign. The result was that many ladies who had never been in the local merchant's store were attracted, and this merchant tells the *Sentinel* that many who called stated that they had read the Cantilever ad in the national publication but did not think the shoe was sold in Winston-Salem; at least it did not occur to them that they could buy Cantilever in their own town.

There are many instances similar to the ones we have related, and in recent survey where the question was put to the merchants "Where should the national advertiser advertise to best help the merchant sell the national known products?" more than 90 per cent of the merchants specified the newspaper.

"Sounds Like Kidding Cub"

J. K. G., Aurora, Ill.

THE questions you raise as being propounded by advertisers and agents have not been put up at me for a long, long time, so I do not feel it's a very serious matter.

Those questions remind me of the one raised by the defense lawyer in a recent murder trial in Chicago. The prosecution had proved the man had been killed, but the defense demanded that the case be dismissed because the prosecution had not proved that the victim had ever lived.

The space buyer who asks those questions these days must be trying to "kid" somebody, for surely no man who can get that far along in the advertising business would seriously put such questions to anyone.

Sounds to me like "kidding a cub"; something on the order of sending him to get a "half round square" or a "nonpareil chase."

◆

K. C. Star Uses Own Columns

M. A. WOODBURY
Promotion Dept., Kansas City (Mo.) Star

WE believe that the most effective answer to the inquiry will be found in the page advertisement which the *Star* has published in its own columns, enclosed herewith.

(The page referred to contains a display surrounding a letter from a large work shirt and overalls manufacturer who has been conducting a three-month's campaign in the Star and checked up results, concluding:

"The rapidity which the distribution of our shirts has extended even in the face of adverse market conditions during the first thirty days of the campaign is a matter of real satisfaction to us" * * "most striking example we have yet had of *the power of a newspaper to increase the stability* of the * * * work shirt.")

Feudner Has Novel Reply

Inlander Offers Incontrovertible and Substantial Evidence That Advertising Pays Well

WILL O. FEUDNER
Rushville (Ind.) Daily Republican

DOES Advertising Pay?"—in other words, pay National advertisers, Bill Wrigley and a lot others. Well here is our answer in a few words:

On January third Rev. J. F. Golden, Laurel, Rural Route 1, Indiana, placed the following advertisement in the *Daily Republican* (22 miles from his seat of operation) for one insertion:

> *HELP WANTED*
>
> WANTED—A white lady for companion, between the age of 30 and 40 years. By a kind, good natured husband. Rev. J. F. Golden, R. R. 1, Laurel, Indiana.

On the fourteenth of January we received the following letter:

> *Dear Editor of*
> *The Daily Republican*:
>
> I wish to thank you for assisting me in printing my advertisement for a good Christian companion—as it found me a good Christian woman.
>
> I kindly remain as ever your friend,
>
> REV. J. F. GOLDEN.

That's our answer.

◆

Big Blanket Sale Gives Evidence

W. S. GOODLAND
Racine (Wis.) Times-Call

HOW can anyone prove the actual selling power of advertising?" Any newspaper man can furnish abundant and direct proof of this.

Out of innumerable instances that prove the positive selling power of newspaper advertising, which have come under my personal observation, I will cite a recent one.

A local merchant, a few weeks ago, decided to have a blanket sale. He had on hand about 400 pairs that sold ordinarily for $5.50, and he thought this would be sufficient.

He started to advertise the sale in the local newspapers about a week in advance of the day fixed upon, cutting the price to $4.75.

Before the day of the sale he had booked several score of telephone orders and before the sale had progressed an hour he dispatched an employee to Chicago who brought back with him about 100 extra pair to fill the demand he was certain would develop during the day.

When the sale closed he had sold 563 pair.

If newspaper advertising did not sell these blankets what did?

Mr. Cheltenham Bold Takes a Swift Wallop at *Direct Return* Barometer Advocates

Agency Man in Prominent Magazine Says That Their Method of Judging Publications Isn't 1-2-3 With Personal Knowledge, Through Reading, of What a Publication Can Do for Advertiser; and So On

Reprinted by Special Permission From SALES MANAGEMENT MAGAZINE

Cheltenham Bold in "Sales Management:"

MATHEMATICAL Advertising Formulae, though defended by literally minded gentlemen with all the passion of a wolf deprived of her whelps,—all these "infallible systems"—just *don't work;*

He doesn't say that a record of direct returns is not of value. But "it is of value only in connection with a clear knowledge of the audience it attracts and the depth of its influence on that audience;"

He says: "Any advertiser who will spend an hour or two in thorough thoughtful study of the editorial contents of a medium will get something that will shed considerable light on the statistics, and give them a definite meaning."

There may be much or little difference in circulation, "yet as regards actual or potential advertising value—INFLUENCE ON THE MIND OF THE READERS—there may be a very important difference. ONE MAY BE GROWING STRONGER WHILE THE OTHER IS STANDING STILL, OR EVEN SLIPPING BACK * * * though growth influence is usually reflected in circulation figures."

"Circulation figures can only measure the length and breadth of the fighter's arm. To pick the winner, it is necessary to know how hard he can hit with it."

"What counts is the eagerness with which the readers of a publication rip off the wrapper."

NOT long since, one of my clients pulled off a prize contest which was reasonably successful as such things go. But when we got back on a normal basis again the following year and began to consider mediums—then the fun began.

Somebody in the advertiser's organization with one of these literal minds had gotten hold of the figures, and worked out a delightfully infallible system of judging the value of mediums by mathematical formula. The ratio between the net paid circulation of the publication and the number of returns it had pulled in the contest was adopted as a basis, and from this a "coefficient" was arrived at which indicated the advertising value of the publication.

By further mathematical hocuspocus it was determined that all mediums with coefficients below a certain decimal figure were to be regarded as unprofitable, and kicked off the list. There was nothing the matter with the mathematics that I could see, but the list of mediums that were slated for the discard would make angels weep. * * *

I might have had my work cut out for me, had it not happened that the vice-president in charge of sales was thoroughly familiar with two publications which stood away down on the list, knew their standing with the high grade of intelligence to which they appealed and fully appreciated what their influence was worth. * * * There was a large and uproarious scrap I understand, for the literal minded gentleman defended his pet theory with all the passion of a wolf deprived of her whelps * * * in the end the infallible system went into the waste basket where it belonged.

LOTS of advertisers—in my less sanguine moments I am sometimes tempted to say the majority of advertisers—are inclined to do much the same thing; that is, to judge mediums upon the basis of "returns" instead of basing judgment upon actual, intrinsic values. They assume, though they don't realize it by any means, that all classes of humanity are equally responsive; that an audience at the Metropolitan Opera House, for example, will rise on its hind legs and give three cheers in exactly the same proportion as an audience at the Dempsey-Firpo prize fight. * * *

I am not saying that a record of direct returns is not of value. It is. But it is of value only in connection with a clear knowledge of the audience the publication attracts, and the depth of its influence upon that audience. * * *

There are many things to be taken into consideration in judging the value of advertising mediums. The quantity of circulation, how it was obtained, where it is located, who the people are in general, and so following. * * *

Regarding the important question of the influence with that audience which is wielded by the publication, you have got to get beneath the statistics. My friend, the sales manager, was able to apply ordinary common sense to his problem because he knew something definite about some, at least, of the publications he was using. He knew the editorial weight and influence of two magazines, he knew that the type of mind they appealed to was not the type that responded to prize contests, and he knew that the carefully prepared statistics were worthless.

I DO not believe that there is any statistical method that can ever take the place of actual, first-hand knowledge as to the character of a publication. *I think that any advertiser who will spend an hour or two in thoughtful study of the editorial contents of a medium will get something that will shed considerable light on the statistics, and give them a definite meaning.* Your advertising message is not merely "delivered" to a certain number of people, at a certain rate; it is presented as a part of a program set before an audience, and its source is weakened or enhanced by the strength or weakness of all that accompanies it.

IT frequently happens, for example, that the question arises as to which of two or more mediums should be used to reach a given territory, or a given section of opinion. There may be, and frequently is, no very decisive advantage on either side as regards circulation figures, or rates per unit. * * * Yet as regards actual and potential advertising value—influence upon the minds of their readers—there may be a very important difference. *One may be growing stronger while the other is standing still, or even slipping back.* I don't mean in circulation, necessarily, though growth in influence is usually reflected in circulation figures. To use a figure of speech, circulation statistics can only measure the length and breadth of the fighter's arm. *To pick the winner, it is necessary to know how hard he can hit with it.*

Superiority in the job of pulling inquiries may indicate nothing whatever with regard to the influence of the publication, unless the advertiser's business is definitely based upon inquiries, such as the mail-order system for example. * * *

Catalogs, booklets, circulars, samples, and follow-up letters come into this office by the truck-load every month, via somebody's home address. So they do in every advertising office that I know anything about. And they do not indicate the value of the medium whose key number was used any more than they indicate the annual rainfall in the Province of Saskatchewan.

What counts far more than inquiries or anything else is the eagerness with which the readers of a publication rip off the wrapper. The interest with which they dive into its pages, and

(TURN THE PAGE)

Direct Returns as an Ad Test : : : : :

Continued From P. 13

the confidence with which they emerge at the back cover. Those are the reactions which make for real, honest-to-goodness advertising value, and the only place you can get any indication of them is in the pages of the publication itself.

The shrewdest and the best buyers of advertising space that I know are men who keep themselves informed in this way, and they make the most intelligent use of figures and statistics because they know what the figures and statistics *mean.*

ADVERTISERS should bear in mind more often than they do, I think, that the commodity they are buying is just about the most subtle and intangible commodity on earth. *When they buy space in a magazine, or newspaper or business paper or farm paper, what they are really paying for is the faith its readers have in the news it prints, or the opinions it expresses, or the standard it maintains in fiction, or fashions, or technical discussions, or what not.* The value of a publication as an advertising medium depends directly upon the depth and extent of this faith in the minds of its readers, whether there are a thousand of them or a million.

How can an advertiser judge of such a matter without some knowledge as to the contents of the publication, and how well it is living up to the standards it has set for itself? Perhaps the advertiser has not time to do this for himself, or perhaps he does not feel competent to do it. And right there is where the advertising agent comes in.

I think that the choice of mediums would be considerably less of a problem if advertisers would more often adopt the same method of studying mediums at first hand. * * *

As publishers grow successful and prosperous, there is always the temptation to avoid all controversy, and generally to regard editorial and text matter from the standpoint of its effect upon advertisers. When this temptation is yielded to, it means that the publisher is beginning to serve his advertisers at the expense of his readers, and reader confidence begins to drop because the subscribers do not get what they have been taught to expect. In time, such a policy will be reflected in the statistics, especially in the percentages of renewals. The advertiser who is interested in getting the greatest possible value for his money does not want to wait for that.

Results Can Be Traced Despite What "Direct Returns" Record Says

La Crosse (Wis.) Advertising Manager Thinks It Is All Wrong to Omit Quality of the Ad Itself

D. S. GREIG
Advertising Manager, La Crosse (Wis.) Tribune and Leader Press

NO DOUBT the question will be asked more and more as time goes on. The question is hardly just because, in a majority of cases, the one asking the question desires to put the entire responsibility on the newspaper, and as little as possible on the advertisement itself.

A newspaper can only sell white space, and guarantee delivery of a specified number of copies to paid subscribers. The pulling power of the material used to fill that white space depends, to a very great extent, on the advertiser himself.

As proof that advertising does bring results let me point to a certain merchant in La Crosse who is a consistent user of advertising. He is conservative and truthful in his copy. Every statement is carefully weighed before it is put into print. Through many years this policy has built a steadily increasing business, and the amount of his advertising has increased with it.

Newspaper advertising is no worker of magic. It produces no "up-like-a-rocket-and down-like-a-stick" results. Used in bargain sales and spectacular selling events it crowds stores with bargain-hunters. But this is not the true mission of newspaper advertising. Newspaper advertising consistently, truthfully and persistently used, appearing as it does in the most intimate of all periodicals entering the home, is a builder of sales, the growth of which can be traced easily and satisfactorily.

* * *

Free Classified Ad With Every Month's Subscription

A ST. LOUIS daily has given a free classified ad for each month of paid subscription, improving the collections and advance payments, holding down lapses and building up the want department.

One-Paper City Shows Pull

Kansas Daily Manager Sets Up Clear Cut Experience to Prove Sales Results

CHARLES F. SCOTT
Iola (Kans.) Register

THE REGISTER is the only daily paper published in Iola. As their ads appear in no other paper, the merchants of the town thus have a very satisfactory check on the value of their advertising and they are entirely satisfied.

One firm which signed up for a contract of 6,000 inches at the beginning of 1923, actually used nearly 9,000 before the year was up, the results being so much better than they anticipated.

In another case a young merchant, who had always advertised very conservatively, went to one of his older friends and said to him: "Business is good all right; but I want a lot of money quick. How can I get it?" His friend answered: "Take a big spread in the *Register* and advertise a special sale."

The young man, with many misgivings and for the first time in his life, ordered a page ad. He was as delighted as he was surprised at the result. "I never had any idea I would get such results," he said.

Our business was nearly $30,000 greater in 1923 than in 1922, most of the difference being in advertising, and it was due to the increasing faith of the merchants in display advertising.

Four Men's Wear Stores, Two Now Shut, Furnish His Reply to Ad Test

Ohioan Found Same Equipment, Personnel, Etc., But Varying Publicity Policy Was Real Key

M. E. KURTZ
Warren (Ohio) Chronicle

WE have watched four men's wear stores in a certain prosperous city in Ohio, covering a period of years. These particular stores, as near as we could ascertain by close contact, were giving about the same personal customer service. Their locations were such as to give no particular one of them an advantage. They handled approximately the same class of merchandise. The owners and managers and salespeople, left nothing to be chosen between any one of the four stores, they were about equally supported in financial backing; but today two of them are out of business, and two of them are in business.

The two that are in business advertised, the two that are out of business did not advertise.

It is true that advertising in general, with the exception of coupon ads, cannot be checked for sales with any large degree of accuracy, but where two opposite business policies, particularly in regards to their advertising appropriation, are watched and checked over several years, the answer generally is forced on you when you learn that they have closed their doors; or, as is most usually the case, have *had* their doors closed.

This is proof enough in our mind of the power of advertising.

Thank You!

"NPJ" thanks the publishers who have given the questions set up serious attention and have written their views and experiences. A number of letters were received too late for publication in this, the February issue, and will follow in succeeding numbers.

NATIONAL PRINTER-JOURNALIST is encouraged with the rapidly increasing interest of publishers and printers to contribute their experiences and views on lively subjects through these columns.

It is our purpose to become a constantly more efficient and interesting clearing house, over the United States and Canada, for the substantial list of paid subscribers in every state.

Intelligent Use of Copy Is Bound to Show Results

Missourian Scores Questions as to Pulling Power of Display; Long Out of Experimental Stage

L. M. WHITE
Mexico (Mo.) Ledger

PERSONALLY I try to watch my own reactions to advertising and find that my response to display space is both easy and most frequent. However I find that when price is not quoted interest lags.

That there should be any question concerning the pulling power of display advertising is as absurd to me as to question the immutable laws of nature. Some display space is wasted because of ignorance, but *where it is used intelligently there can be no question concerning results.*

Display space used with a proper illustration has both an attention compelling force and a selling angle that is possible in no other form of copy. But I am not going to argue the case. To me the person who questions the selling value of display space is not worth wasting time with. They are driving a one-horse shay, eating bulk oatmeal, bathing when the water gets warm in the creek, and depending upon the pony-express to give them rapid transportation.

Advertising is no longer in the stage of experimentation. It has arrived as a definite thing. The man who attempted to conduct a business without advertising is simply adding to the economic waste and has signed his reservation on the business scrap-heap.

Tax on Advertising? May Be, And, May Be Not, Says Chelt

SALES MANAGEMENT, by *"Cheltenham Bold:"* A tax on advertising is doubtless a possibility, though I think it a very remote one. In principle there is no more justification for a tax on advertising than there is for a tax on any other special tool or instrumentality which a man uses in his business. Furthermore, as you may have noticed, legislators are human, and the demagogue does not ordinarily embrace with much fervor measures which are certain to prove unpopular with the newspapers and periodicals to which he looks for support.

Use Your Own Columns to Show Your Own Faith in Your Newspaper

Illinoisian's Remedy for Questions as to Space Value; Says the Ads Must Be Well Built

ED. N. CAMP
Assistant General Manager
East St. Louis (Ill.) Daily Journal

IN my opinion, the best way a newspaper can show belief in newspaper advertising *is to use newspaper advertising,* test it out and see whether the returns forthcoming are worth the expenditure. We make use of this principle and find that it has profited us immensely.

I am enclosing copy of a newspaper ad that we ran on Jan. 3. We had this ad in type and ready for use on a day when such news transpired that would run our street sales up beyond the usual proportion. On Jan. 3 we found just the opening and our judgment proved to be good for the reason that our street sales jumped some 3,000 on that day. On Jan. 5, three of our carriers increased their draw and the net gain from this ad was thirty-two bona fide orders that came without any solicitation on the part of the carrier. (This ad told of the news service given by this paper.)

During the year just closed we used $6,937 worth of newspaper advertising. Most of it was run in our own columns; it was addressed to the advertiser; it spoke of circulation, or getting results from the use of classified and display advertising. Occasionally we took a slap at bill boards. *We did not merely run a page of advertising to have a page of advertising, but worked out and ran specific copy for a specific purpose.* Our local display advertising force of men was equal in 1923 to that of 1922, but nevertheless, our local display advertising increased 47%, and our classified 48%.

I would say that the best way in which to answer the question as to whether newspaper advertising pays, is to say, "It certainly does pay, for the newspapers themselves use it."

Next Month:
Ad Rates vs.
Cuts, Mats,
Et cetera

Sees Lesson for Newspapers in Query; Figures Don't Tell All of It

Kansan Gives His Experience With the Test Copy in "NPJ" and Sees Need for Good Layouts

W. F. ELLSWORTH
Advertising Manager, Pratt (Kans.) Daily Tribune

THE day is not yet come when results of advertising can, to any degree of certainty be traced. I think it never will. People are affected by advertisements when they do not know it and will not admit it. Store sales force has much to do with customers after they get in the store. Firm's advertising builds good will, familiarity, prestige—all very indefinite things.

In the case you offer us, we are not in position to use either of the advertised articles or any part of them. Some day, I may need a miterer or some files. I will perhaps remember the name. I shall not, perhaps, remember where I got the name. Yet the advertisement will have had its effect. It would be well worth while * * * to keep me, as a representative unit of possible customers, reminded of his products and the changes he makes in them from time to time as new models come out. There are others in the field and if they attract my attention away from him, he will be lost.

I do not see any great need for a check on the direct results of advertising. Of course, there are direct results, but there are such huge proportions of indirect, delayed and undefinable results that one really hasn't gotten much when he gets all his direct hits checked in.

The great work of the publisher in the small town now is to help his advertisers use *good copy and layouts.* Effectively written, well laid out ads, in a snappy newspaper, need no proof of their worth. Every good business man likes to get every transaction and every part of his business down to brass tacks and cold figures; but when he is dealing with such variable and temperamental a quantity as advertising I can express no hope for his ability to measure the return on his money, with mathematical precision.

The good advertiser must be a good sport, not a spendthrift, and being so, will find good returns for his work.

MODEST HOME OF NOTABLE NEWS-JOB PLANT IN THE "FROZEN NORTH," TREHERNE (MAN.) *Times* AND ELM CREEK *Times*

When You Need a Thing You Pay for It,—If You Buy It *or Not*

That Motto Has Helped to Make a $12,500 Property and Real Publisher Out of $20 and a Reporter

By JOHN MEYER
Managing Editor "NPJ"

THERE is a newspaper and job plant up in Manitoba, a distance west from Winnipeg in a village of 750 people, which has gained much more than local or sectional fame—and distances in Canada are much more "magnificent" than in most of the States, as we all know. Yet, this plant would be classed as a "small weekly." Its owner's experience and training compare with those of the average American country publisher and job plant owner. His building is not an architectural gem. Like many publishers, everywhere, the trials of the business sometimes seem to get on his nerves, and he wonders why he didn't go into something else. Perhaps he, too, has said to himself now and then: "Some day I'll sell out and quit this for good"—but, he hasn't, and it is probable that he will never do that. Living in a country hamlet where it gets to 54 degrees below zero in winter and 100 in the shade in summer, he no doubt has pined for easier and larger climates; but, he has stayed put, and *grown,* and made a fine, clean profit.

R. J. Richardson, publisher and owner of the Treherne (Man.) *Times,* and of its little brother in the same shop, the Elm Creek *Times,* the subject of this month's "NPJ" Blue Print story, has a motto hanging in his modest, plain office which says:

WHEN YOU NEED A THING
YOU PAY FOR IT
WHETHER YOU BUY IT, OR NOT

He said this is a complete motto, *except* that at times he would have it read in addition, *"and when you are over-equipped you pay for it AGAIN."*

This journalist-printer planned his building and laid out his equipment in such a manner that two men can do the work without lost motion or needless steps. He didn't build or arrange everything he has all at one time. It was a progressive job with no long stops in between.

❧

PUBLISHER Richardson lives up to the motto, together with its appendix. He follows it not only in his newspaper and printing business, but in his private life—on his vacations, which usually include an auto trip with Mrs. Richardson into the States.

What does that get him? How does he apply it? It is the purpose of this story to go into those points, so that this will be a typical worthwhile "NPJ Experience Story" without preaching.

"Yesterday a minister friend of mine from a nearby town dropped in," said Mr. Richardson. "He is printing a little church paper of his own on a job press. He took away with him two cases filled with type.

"It was cheaper for me to give this away than to 'board and room' the material. While the type was in splendid condition it was simply not used, and unused material is nix, around here."

What he keeps and uses, of that he is careful. He has all his paper stock—larger than the average owing to the distances in Canada—in the second floor of his building, snug, dry and warm. The plant has its own lighting device, run from the engine which spins the presses. Everything that can be power-run is so operated, throughout the place. The *Times* office building, depicted herewith is a three-room building. Heating furnace and fuel are in the basement. In the rear there is a large

Once More, All Together!

"WHEN YOU NEED A THING YOU PAY FOR IT, WHETHER OR NOT YOU BUY IT"

RICHARDSON ALSO SAYS:

"It's Cheaper to Give Away Useless Material Than to Room and Board It"

"Take Good Care of What You Keep in the Plant"

"EVERY READER AND ADVERTISER KNOWS WHO IS BOSS OF THIS PLANT"

"We Print Two Weeklies (750 Population) Serving This and Five Other Small Towns"

"Thirty Live-Wire Country Correspondents;" "Strictly a Local Paper, No Outside News" "24 to 36 Columns Ads a Week, and 12-18 in Little Brother"

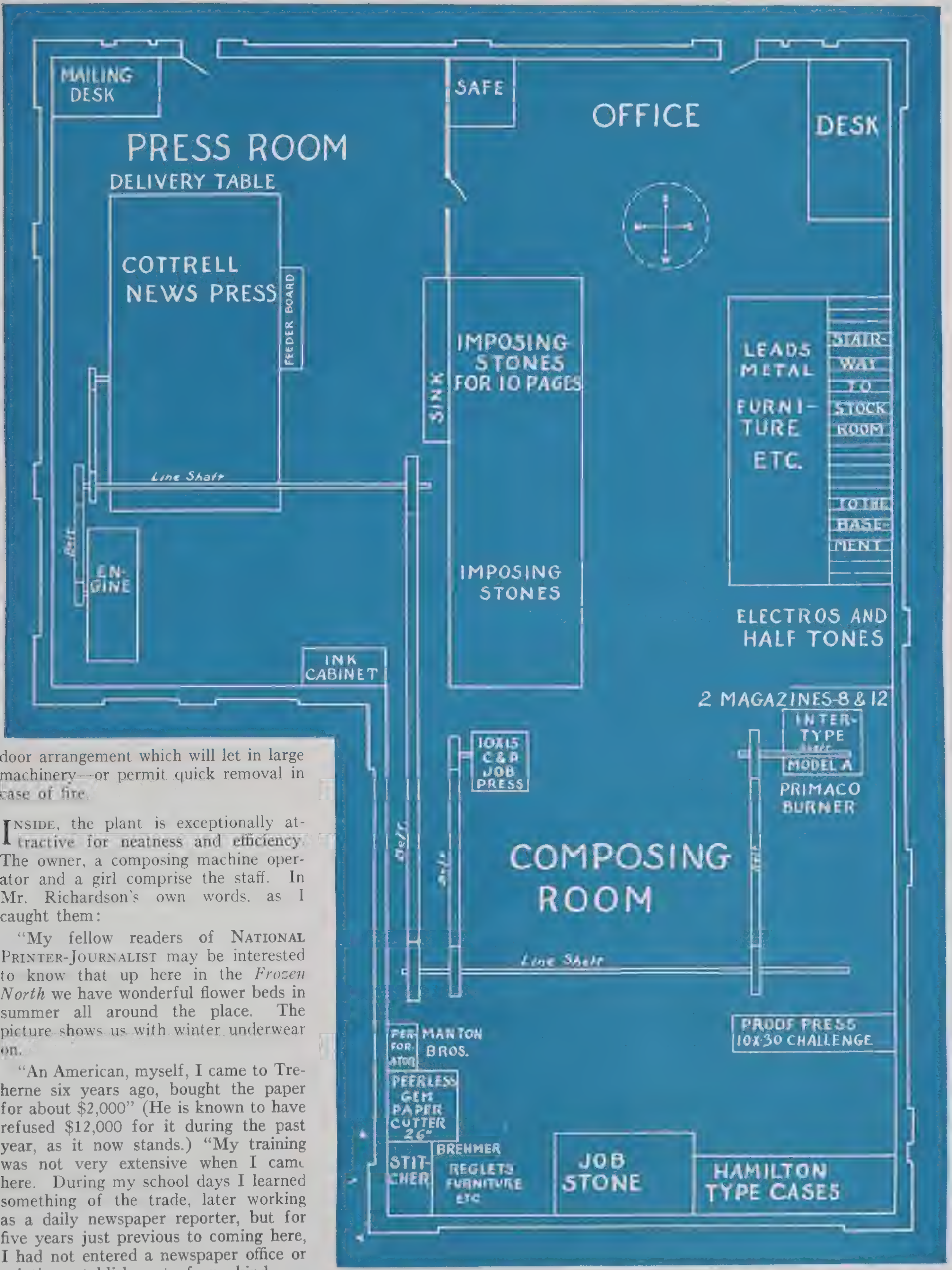
"WE ADVERTISE OUR JOB DEPARTMENT IN EVERY ISSUE"

"We Have an Unusually Large Equipment; *I HAVE FOUND THAT WITH PLENTY OF IT, TWO MEN CAN DO MUCH MORE THAN SEVERAL IN A SHOP WITH LESS EQUIPMENT"*

"We will not compete with any local business house in any way, not even sell a package of envelopes."

WE DON'T TAKE ADVERTISING OFF SEASON; WHEN A BUSINESS IS RIPE, WE GO AFTER THE ADS HARD"

"With Plenty of Machinery, Two Men Can Do Much More Work"



FLOOR PLAN OF THE TREHERNE (MANITOBA) *Weekly Times,* DOING $12,000 A YEAR; STARTED SIX YEARS AGO WITH $20 AND AN IDEA THAT "WHEN YOU NEED A THING YOU PAY FOR IT, WHETHER YOU BUY IT OR NOT"

door arrangement which will let in large machinery—or permit quick removal in case of fire.

INSIDE, the plant is exceptionally attractive for neatness and efficiency. The owner, a composing machine operator and a girl comprise the staff. In Mr. Richardson's own words, as I caught them:

"My fellow readers of NATIONAL PRINTER-JOURNALIST may be interested to know that up here in the *Frozen North* we have wonderful flower beds in summer all around the place. The picture shows us with winter underwear on.

"An American, myself, I came to Treherne six years ago, bought the paper for about $2,000" (He is known to have refused $12,000 for it during the past year, as it now stands.) "My training was not very extensive when I came here. During my school days I learned something of the trade, later working as a daily newspaper reporter, but for five years just previous to coming here, I had not entered a newspaper office or printing establishment of any kind.

"I had not been in jail, but I had been in a rubber factory.

(TURN THE PAGE)

Where Two "Hands" Do the Work of More Because the Equipment Is Exactly Ample

(CONTINUED FROM PAGE 17)

OUR personal experiences would not be very interesting. I simply located a good town, bought a little plant, and worked like L. But, I still have time to operate a couple of motion picture houses, took a three-thousand mile motor trip in August and shoot prairie chickens and ducks in season.

"Conditions here are of course very much different from 'down home,' and the terms and conditions on which we do business might not go at all in Ohio or Missouri, but we find it good to 'declare our independence' every now and then. Every one of my readers and advertisers knows who is boss around the *Times* office. That was not easy.

"Working on this basis has developed this plant during six years, from an equipment consisting of one little room with a Diamond press, a little jobber, 30 cases of type, four pages of stone room, the whole worth about $1,500, to its present proportions. I have paid for the plant, the building, the house I occupy, a couple of cars, and have had a lot of fun. If you must know, I came here with $20.

"What would I sell for?" (Smiling at the direct question.) "Certainly not less than $12,500!

WE print two weeklies, one of six pages and one of four, and our gross business for a year amounts to about $12,000. The town of Treherne has only 750 population, and the papers serve this and five other small towns.

"We have some thirty live-wire correspondents, who take care of the outside news. The girl in the office writes the local news, and I do the fighting, also job-work, news press work, etc., while the Intertype runs every day except Sunday, and ten hours a day. I have never entered the paper in any of the contests our Canadian newspaper organizations stage—it is strictly a local paper, with never a line of outside news in it.

"We carry from 24 to 36 columns of advertising, and little brother, the Elm Creek *Times,* which is also published here, does another 12 to 18 columns.

WE advertise our job printing department in every issue of the paper, and this brings us considerable work—especially during the 'picnic' season when every little town and neighborhood has its 'sports day' or similar event. This comes during June.

"Sometimes, of course, our job hook is full and we are rushed, particularly when the paper is a heavy one. We seldom work overtime, however, and unless a job comes in with a definite date for delivery, such as a poster or program. The customer may wait for it, or take it elsewhere, just as he wishes. Taking it elsewhere is not so easy, however, as the railway line pictured (p. 38), Winnipeg to Souris, is 150 miles in length, and there are printing offices only at Souris, Glenboro and here.

MR. AND MRS. RICHARDSON, *En Tour*

"During the spring we generally print about 100 half-sheet sale posters, and nearly as many more in the fall. Heavy municipal printing, such as auditors' reports, voters' lists (each running about 48 pages) comes during the summer months when business would otherwise be slow.

"We were among the first to adopt the composing machine, in our case the Intertype, in any of the country towns of Western Canada, and I think we were the very first to install a casting box. The chief feature of our shop, to my mind, is the equipment it contains, in proportion to the number of the staff, and at the same time having no excess equipment of any kind.

OUR equipment—(and the first and only touch of pride he showed)—here you are—consists of a Cottrell 6-quarto tapeless, table distribution, installed a year ago; a 10 x 15 Chandler & Price, replacing a smaller one three years ago; Model A Intertype; Primaco burner—a real burner for a country office, let me say—; two magazines, 8 and 12; Challenge Proof Press, 10 x 30; Peerless Gem Power Cutter, 26-inch; Brehmer Power Stitcher; Manton Bros. Perforator, caster, etc.; Hamilton Type Cabinets and other woodwork; eighty cases of type, with display practically all Chelt, from 6 to 72 point, in five faces of that family; job type, Gothic and Old English, script, etc., and some heavy faces for ad display; four fonts of wood type, two of these double fonts.

Confidence

GEORGE C. BASTIAN, in *Editing the Day's News*—"When readers cease to trust a newspaper, advertisers are quick to follow suit, because they know the market is gone."

"We have ten newspaper chases, two poster chases, and for the jobber three regular, a spider and a bias. The latter is very convenient for rule work and for close register on small fast jobs. It's fool proof, is a bias make-ready. The power equipment is a Canadian gas engine with a U. S. generator.

NOW, your question concerning this rather extensive equipment, in a two-man shop:

"I have found that *with plenty of machinery and small equipment, two men can do much more than several could do in a shop with less equipment.* Our job work is largely from standing forms. Practically all our stationery printing is on repeat orders. A great deal of our municipal work is, too. (A municipality is called a *county* everywhere except in the prairie provinces.) We do all the work for two 'counties' of twenty townships each, and considerable work for other municipal offices.

"While we are only about 80 miles from Winnipeg, we find it best to carry a fairly complete line of paper. Our stock generally invoices about $1,000. Hammermill bond is the only American paper we purchase.

"To me a very interesting side-line is the typewriter business. We generally have four or five of them around, and I sold about thirty in 1923, at a very nice profit.

"My only business interests outside of printing and publishing, and the little typewriter game, are motion pictures. I operate two theatres.

"We do not compete with any other business house in our district. *I will not even sell a package of envelopes.* That is the stationer's business.

"I frequently advise advertisers to quit for a time, during seasons when there is no business for them. It's no good advertising farm implements, autos, etc., during our long winters, but when the business is ripe again, I go after it hard."

Real, "*Non*-Bonehead" Farm News *Talks*

Wisconsin State Journal's Method of Joining Country and City Folks' Interests

By CONSTANCE NOLAN SHEASBY

MARK TWAIN, as a farm editor, warned against pulling turnips and advised sending a boy up to shake the tree. His famous mistake, farmers will aver, was not far ahead of the "boners" pulled by guileless reporters assigned to farm news today.

The rural population represents a large part of the circulation of every metropolitan as well as community newspaper. News of fairs, of big campaigns, is generally given space, if it be considered sufficiently "live." But the routine news of the agricultural world, the "technical stuff," is often left strictly alone or handled in an offhand way by a reporter who wouldn't know a Guernsey from—well, one of the other kinds.

SETTING OUT deliberately to win the friendship of the farmer subscriber, The Madison *Wisconsin State Journal*, actually expects its farm editor to be trained as a farmer.

William Bloecher, a graduate of the college of agriculture and the department of agricultural journalism at the University of Wisconsin, is editor of the special farm edition, or rather complete farm paper, issued by the *State Journal* weekly. The little paper, a four page regulation size newspaper, comes out every Tuesday. It is liberally illustrated.

The prize-winners at the various county fairs, the committees in charge of the village spelling-bee, the farm housewife who has hit upon new time-saving methods, all have their doings chronicled at length. Each week Mr. Bloecher comes in from his news hunt around the nearby counties with snapshots of prize cattle, record laying hens, new farm machinery and all the myriad details interesting to the farmer.

WILLIAM BLOECHER

◆

Names, as many of 'em as possible, are emphasized. Rural folk are not unlike their city brethren in that they like to see their names in the paper, eh? Editor Bloecher has a unique way of gathering his news. He does nearly all of it by Ford. He maps out regular trips covering every farm in seven counties. He visits with the housewife and admires the kiddies, and discusses politics and the crop situation with the head of the household. Before he leaves perhaps he snaps a photo of the twins with those cunning white rabbits they have. Sometimes he hits upon a real story. Sometimes the only reward of his call is a bit of gossip. Either way it is profitable.

Headings That Score With the Farmer

A Few Sample Display Lines Found in Wisconsin State Journal "Farmer's" Newspaper

"EXCITING WORK!" EXCLAIMS POULTRY FARMER RUNNING NEW 8 000 EGG INCUBATOR

SUCCESSFUL DAIRY SHOW HELD AT RICHLAND CENTER DESPITE SNOW WEATHER

3-FOLD PROGRAM POINTED OUT FOR BADGER FARMERS

MULE, 34 YEARS OLD, DEAD FROM ICE ACCIDENT

MEMBERSHIP GROWS IN NEW TEST BODY

RICHLAND BREEDERS MAKE LARGE SALE

GRANT BEEKEEPERS MEET THIS MONTH

ALFALFA IS BEST CROP FOR BADGER FARMER, CLAIM

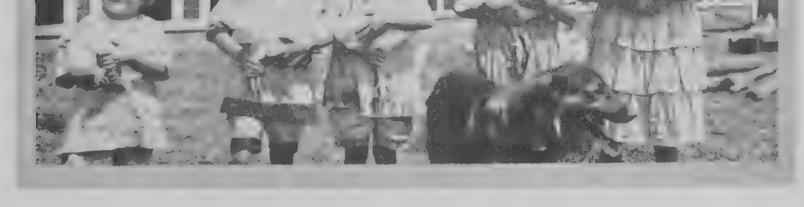
BUT LOCAL news and personal tidbits are not alone covered in the paper. Mr. Bloecher receives the bulletins from the department of Agriculture at Washington, and keeps in touch with the University and its many interesting developments in agricultural matters. He subscribes too, to the various farm periodicals.

The paper actively interests itself in the big movements of the day. Formation of a co-operative association in some other part of the country is a suggestion for Mr. Bloecher of a feasible plan to be worked out in his own district. He plays up the plan, first through his newspaper, then by judicious suggestion to leading farmers. Soon the carefully planted hints bear fruit. Interest is aroused, meetings are held, and the formation of committees, the development of a program, the carrying of the program to a successful conclusion all furnish news.

The active part played by the *Farmers' Newspaper* and its editor assisted in great degree in building up the cow-testing associations in the district. The Guernsey Breeders' association was also built up in large measure

(TURN THE PAGE)

Town and Country People Both Eat Up Pictures Like This Cute Sample



Illustrations Always Give All the Names, Animals 'n Everything

Take Your Scandals, Scoops

Says Noted Circulation Manager

But Don't Rob Me of Comics

Bases His Declaration on Actual Experiences Gained by Leaving Out and Putting Back Certain Features in His Newspaper

By O. F. THAYER
Circulation Manager
San Bernardino (Calif.) Daily Sun and Evening Telegram

When a metropolitan daily newspaper issues four pages of comics in conjunction with its already large Sunday paper, there must be a reason.

How many newspapers issue a Sunday edition without a comic? Not many. Why? Because it is one of the most important drawing powers of the Sunday paper—an outstanding feature. *Can you imagine the calamity which would befall a newspaper should it fail several times in succession to issue this comic!* That paper would begin to lose circulation.

Certain newspapers have not only been in the habit of issuing four pages of comics but have increased this number to eight. I will venture the assertion that the papers using the eight-page comic supplement on Sunday have increased their circulations more with this than any other single feature in the past year or two.

How often will some newspaper buy an article of a noted writer or some big scandal so as to increase its circulation? But when the story has ended does the added circulation hold?

A certain Chicago daily is issuing twelve pages of comics in order to increase its circulation. More power to it! It seems that the public prefers comics to almost any other one feature.

I have stated the value of the power of the comic to build up circulation. Now, I will try to tell you what happens when these features are withdrawn. I speak of the comic for I believe that this particular feature is a world beater. Recipes, health articles, continued stories, specialty writers, sports, and social, in fact every feature each have some followers. But the comic, be it daily strip or Sunday feature, has more pulling power than all other features, in my opinion, and in the light of my experience *the comic is supreme.*

To illustrate. I went to work for The Sun Company some five years ago. The circulation of the *Sun* was about 3,000 then and had been that for some five years prior to my association with the business. About the time I went to work for the company, it added to its Sunday edition a four-page comic, not the present one, but nevertheless a comic. The Sun has increased its circulation almost three times in the last five years and I will give the Sunday comic as well as the daily strips their due credit. I believe the comics are all powerful.

I will repeat a little incident which has happened several times. To begin with, our comic is printed in Kansas City. When we had a press run of 5,000, our order of comics was for a like amount. We put on a drive and increased our press run to 5,200. We were then 200 comics short. The result was, we were compelled to issue some 200 copies without the comic supplement. This omission was made on the mail and to those subscribers residing at a distance from San Bernardino.

I received letters from subscribers which read in part: "My little boy was so disappointed last week. The copy of your Sunday edition failed to contain the comic." Another said, "Please send us last Sunday's paper as our copy failed to contain a funny paper and my little girl does so enjoy Foxy Grandpa."

O. F. THAYER

Another reads, "Please stop my subscription as soon as expired, we don't receive the comic half the time and as we have children, we like the funny sheet."

It is strange that the grown-ups try to lay the desire for the comic on the children. But when you have been in a restaurant or waiting in a barber shop, have you noticed whether or not the comics are read by anyone except children?

Here is what happened to us not so long ago. We were running a continued story, one of those which never end, you know. The editor wanted to see how much interest was in this story, so he left it out several times. I do not recall of one person calling my attention to the absence of the continued story. But here is a different story. We have a well known daily and Sunday comic strip, Barney Google. Do you ever miss seeing him? We had a calamity befall us not long back. Barney was lost in the mails. In fact, he did not show his face for a week. I believe every newsstand, cigar store, drug store, and clothing house as well as practically everyone I met on the street personally asked the question, "What's the matter with Barney Google?" or Is Barney dead?" Worse yet, "Have you discontinued Barney Google, if so, please discontinue my copy of the paper?" "What's wrong, is the paper eliminating Barney?" "I can hardly eat my breakfast." When we received the mats of Mr. Google, we ran a whole page of them or the week's supply in one day so as to catch up.

Some of the Los Angeles papers always carry an extra supply of mats to run when the mails fail. Why? Is it not a fact that a *certain* daily feature is looked for as much as the head-lines on the front page?

A newspaper may be scooped on a big story, and I will venture to say that outside of newspaper folks, it will hardly be missed unless someone is particularly interested. But leave out your best comic or the Sunday supplement once!

REAL, "NON-BONEHEAD" FARM NEWS TALKS FINE

(Continued From Page 19)

by publicity given it in its columns, while a widespread influence was exerted in championing the area test for bovine tuberculosis.

The Success of the farm newspaper obviously is of twofold benefit, for it is reflected not only in its own growth, but it brings results for its parent newspaper, the *State Journal.* The farmer who buys the farm section on Tuesday receives the regular edition also, and in spite of himself gets the habit of looking over the daily. He soon moves over to the side of the regular subscribers.

Advertising, some of it national, (as of large tractor and implement companies) much of it local, is attracted by the little paper because of the audience it reaches. Farm machinery, livestock, canned goods and household machinery comprise the greatest number of advertisers.

There is also a great deal of local advertising. The farmer who deals in baby chicks, the dairyman who maintains a small cheese factory, find a ready market for their wares. Though these are usually small ads, they amount to a good deal in the aggregate.

Guy Flenner Entered in "NPJ" Hall of Fame

Mr. Flenner is dean of Idaho's journalist printers. He served generously as secretary-treasurer of the Idaho Editorial Association. He will have a $12,000,000 feather in his cap—as chief of the Idaho Reclamation Association which is putting across the American Falls Reclamation Project with a dam that will impound 3,000,000 acre-feet of water. His unusual penchant for seeing the happy side of life is illustrated in the following observations which he made recently at the request of "NPJ" for a "good story." His story, entirely unbeknownst to him, was wanted for his inaugural into the Printer-Journalist Hall of Fame, and easily meets the most exacting specifications which could be set up for the occasion.

Can a Farm Bug Lick a Newspaper Germ?

Thesis of Western Go-Getter a Top Notch Contribution to the Literature of Journalistic Bacteria

By Guy Flenner, *P. J.,*

Cartoonettes by Gene Ball

His Inaugural Cap and Gown

"I Visualized Independence, a diminishing waist line, release from the responsibility of directing the minds of an inconsistent and unappreciative public"

◆

When I was inoculated with the newspaper "germ" no ordinary surgeon's needle was employed. The instrument must have been somewhat of the proportions of one of those "guns" utilized to shoot grease into isolated parts of the auto. Bacilli had been in the family a long time, from the days of Horace Greeley and Whitelaw Reid, on down to less prominent figures, so they felt quite at home in my system and multiplied with rapidity and vigor. Confession: Another route had been selected—the ministry—but with my assistance it was easy to subjugate the *bacteria of theology* injected by hopeful parents.

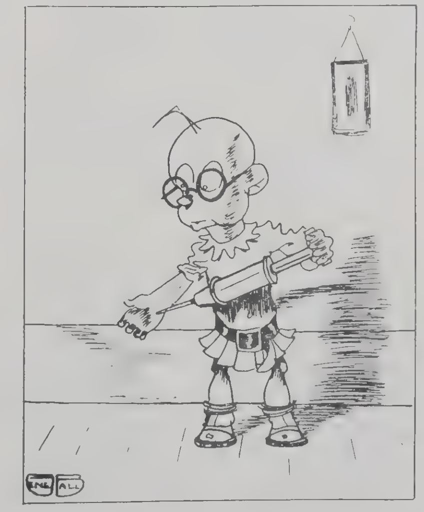
And so it came about that I landed in a newspaper office as a combination devil and cub reporter—landed there with those joyous feelings of triumph experienced by the boy who finally acquires a blue shirt and a red necktie—landed, with a feeling of unalloyed contentment, among the unkempt precincts of printerdom. Here, I said, I had cast my lot for life. And I went on—reporter, city editor, managing editor, editor—more than 30 years, during which the newspaper germ flourished in complete and undisturbed monopoly.

It may have been because I had so often addressed myself to milk that tasted like water from cistern, and to eggs whose possible utilization, by those spectacled gentlemen who enjoy humped backs, might have shed a flood of illumination on archaic research. At any rate, the "farm bug" was born.

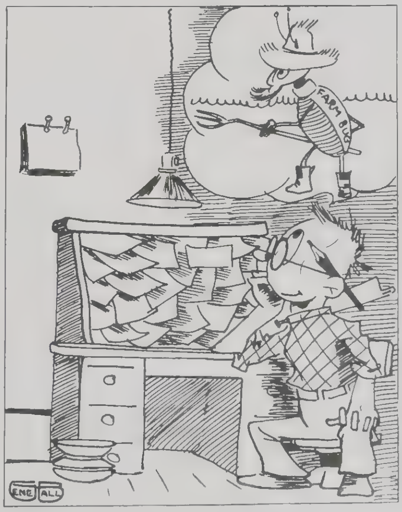
A farm! *Why not?* I visualized independence, a diminished waist line, release from the responsibility of directing the minds of an inconstant and unappreciative public. By that time the farm bug had several grand-children—and I imagined my twitching nerves already behaving.

The picture was so entrancing that for a month or more I resigned my job (mentally) on my way home each morning, and as regularly allowed myself to yield to the coward's misgivings on my return to work.

No deep secret such as mine could be toted around indefinitely and no such design held in one mind very long. The friend I took into my confidence looked at me with a pitying glance that he might have bestowed on a mild lunatic; but he was kind enough to say that I might make a go of it if I engaged enough lightening bugs to keep the place illuminated. So accustomed had I become to the hours of a morning newspaper I knew all the milkmen by sight and the bartenders realized their nocturnal shift was about ended when they saw me—go by.



"When I Was Inoculated"



"At Any Rate, the Farm Bug Was Born"

I was not discouraged, however, by the inferences of my friend as to the stability of my mental works. The lure was working; the newspaper germ was putting up a scrap; but the fall campaign of the enemy was becoming effective. It was slowly but surely driving the newspaper germ from its entrenchments, cutting through the

I'LL GET YOU YET!!
THAT'S FOR YOU!!

"* * And Dared the Newspaper Germ to Do Its Worst"

barbed wire barriers of association and habit from behind a barrage of novel enchantment.

And at last the newspaper germ retreated, badly crippled, yet with a spark of life.

The clutch was slipping in my throat when, for the last time, I turned out the light over the old desk and bade the boys good bye. Yet sentiment could not be permitted to silence the promptings of duty. Someone must supply food for a ravenous world! Moreover, the die was cast. It was in the form of a deed with a robust mortgage clause.

Cows, horses, around a hundred chickens, pigs, a dog, a cat and—acres, acres, acres everywhere—acres covered with fruit trees and studded with the skeletons of the past years' crops in field, in garden and in berry patch; not so many acres, in reality, but an appalling territory surveyed through the eyes of one who regarded a city lot as being of discouraging dimensions.

The usual implements were paraded before me with undisguised glee by the former owner and I reviewed them in respectful and awesome silence.

Well, I went to work. The orchard was trimmed up, the gardens planted, the field crops put in. Then we watchfully waited, amid a round of caring for stock, milking, separating (and being separated)—waiting the first testimony of nature's consideration of our efforts.

"For every green from garden seeds, methought I saw a thousand weeds!"

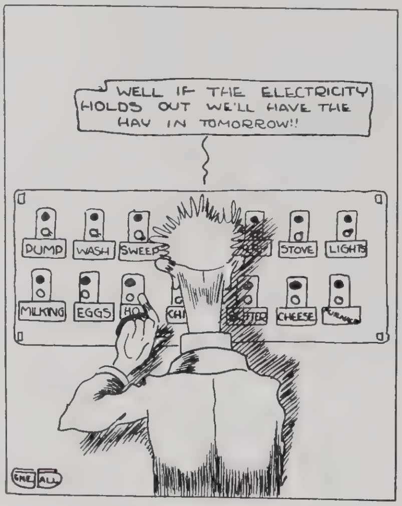
Who was it wrote about "the man with the hoe?" Relate to him that I can supply a corking modified version.

The inspiration that comes from the north end of a hoe handle directed to deep-rooted and stubborn weeds is about as negligible as to the virtue of a satyr.

But joy came in the subjugation of the pests—and the reviving newspaper germ was again slugged to troubled sleep.

The gardens produced in abundance. The strawberries and other small fruits ripened plentifully. The fodder towered high. The pasture yielded ample grass. The orchard was heavily fruited. The hens were considerate, though closely unionized.

Putting it financially, while we did not market nearly so much produce as we might have sold, we wound up the year with everything paid but the mortgage and with more of a surplus in the bank from the ranchette than the old job had ever produced. In the meantime we had lived better and had enjoyed only a speaking acquaintance with doctors.

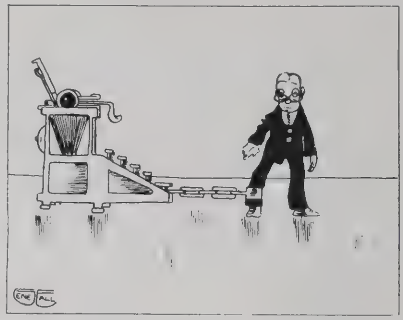

WELL IF THE ELECTRICITY HOLDS OUT WE'LL HAVE THE HAY IN TOMORROW!!
DUMP
WASH
SWEEP
STOVE
LIGHTS
MILKING
EGGS
CHEESE

"We Cook With Electricity"

We filled the cellar with fruits and vegetables and meats. A hundred dozen eggs, immersed in a preservative, awaited our pleasure. And a barrel of cider—but, lest we forget!

Piled high was wood from apple trees, manicured in compliance with the best modes of horticulture—wood enough to supply the fireplace for at least five years.

Guy Flenner Himself



"I Have Never Given Up the Typewriter"

And thus we entered the winter, delighted in the thought of success and puffed up with the knowledge of acquired self-government.

To top it all we enjoy many comforts of city life. Furnace heat. Electric lights respond to the touch and the telephone is there with its faithful service. We cook with electricity, sweep with electricity, wash clothes with electricity. An automatic electric pump keeps filled a large pressure tank connected with complete and modern plumbing. Indeed, we are electrical all over excepting as to the hoe and the axe!

"Inspiration From the North End of a Hoe Handle"

I wonder how long I shall like it as I do today? Will the germ of the printery eventually gird up its loins and rout the invaders of its sanctum?

Occasionally I have felt myself slipping—I have never quite given up the typewriter and still maintain an imitation office. Is it because the farm bug may not be trusted as a guardian? We shall see.

Anyway, we are enjoying it immensely, and we wish that all our friends, the editors, might even for a time feel the freedom we feel and drink deep from the well of independence.

If it may be nothing more, it is a lot of healthfulness for the present and a certain pension for the time of the "sere and yellow age."

THE MUNCIE MORNING STAR
SHENANDOAH TEARS LOOSE IN GALE
THE NEWS
IS KEY TO $300,000 GEM MYSTERY
DIES IN AUTO ACCIDENT
THE TERRE HAUTE STAR
U. S. BLIMP, TORN BY STORM, RIDES GALE
THE INDIANAPOLIS STAR.
ROOSEVELT LINKS SINCLAIR AND FALL
THE LOUISVILLE HERALD
Obregon Masses 15,000 Men Against Rebels
BRINDISI MYSTERY GIRL FOUND
THE DENVER TIMES
PRETTY TRAM EMPLOYE ADMITS GIVING POLICE STATEMENT IN CASE
FALL'S TRAIL MAY LEAD TO COLORADO
LELAND WINS SUIT
REPORT IN SECRET RULING
THE CHICAGO EVENING POST
"WON'T RESIGN"-DENBY

Gardiner's

Is Fine

Type Metal

WHEN the Shaffer Group contracted to use GARDINER LINOTYPE and STEREOTYPE METALS during 1924, their experience and careful investigation had satisfied them that they would do what you can do, namely, improve results and save money.

The metals a publisher should have, above all other considerations, are those which aid, day in and out, in producing a clean cut newspaper. ——GARDINER METALS——standardized in purity, content and as to method of alloying. Metals made purposely so perfect that their results make people willing to pay extra to get them.

Gardiner Metal Co.

Established 1901

1356 West Lake St. **Chicago, Illinois**

Cost Finding for Printers and Publishers

(In Twelve Sections—All Rights Reserved)

Sec. II—Elements of Cost

By W. H. BRIDGMAM
In Co-operation with
Wisconsin University
Extension Division.

LET your attitude be one of inquiry. If those who follow these lessons fail to respond with questions regarding their application to individual problems we shall be disappointed. The instructor who fails to make his pupil inquisitive, fails miserably.

Keep your eye constantly on the objective of the cost finding system which is determining the cost of the productive hour. Do not miss a step in the logical sequence which leads up to the objective.

Let us help you to become the master of your own business through knowledge.

W. H. BRIDGMAN

II. *THE ELEMENTS OF COST*

COST as applied to any article in a manufacturing plant is the equivalent of the article in money, labor or materials, and which presumably has gone into its production. Cost is "loss" to the plant producing the article, the loss being offset by its price.

The most elementary division of the items of cost which enter into the product of the ordinary factory gives the three items, *Materials, Labor, Expense.*

That the reader may properly visualize the elements of cost in the production of the printed job and their relations to each other, the following outline is presented and to it reference will be made from time to time.

MATERIALS

a.—*Direct*
1. Paper stock
2. Special plates
3. Cloth
4. Ink

b.—*Indirect*
1. Oil
2. Waste, rags
3. Gasoline, kerosene
4. Freight
5. Cartage
6. Handling

LABOR

a.—*Direct*
1. Composition
2. Press work
3. Bindery work
4. Any other producing department

b.—*Indirect*
1. Distributing type
2. Cleaning, oiling machines
3. Selling product
4. Office and administrative positions
5. Officers' Salaries
6. Foremen and Superintendents
7. Janitor
8. Shipping and delivery

EXPENSE

a.—*Direct*
1. Rent
2. Heat
3. Light
4. Power
5. Repairs
6. Interest on Investment
7. Depreciation
8. Insurance
9. Taxes

b.—*Indirect*
1. Postage
2. Donations
3. Telegraph and Telephone
4. Organization dues
5. Interest on investment in office equipment
6. Depreciation on office equipment
7. Office light, heat and rent
8. Office sundry expense.

Enough items of each classification are given to indicate to the student the basis on which the classification is made.

THE use of the terms *direct* and *indirect* as applied to the above classification should be understood at this time. For convenience and to insure accuracy in classifying the operations used in producing the printed job, the printing plant is divided into departments such as *Machine Composition, Hand Composition, Cylinder Press, Large Platen Press, Small Platen Press, Hand Bindery, Machine Bindery* and frequently others according to the size of the plant.

The terms direct and indirect as they apply to materials mean that *direct materials are directly charged to the job in which they are used,* while *indirect materials are a charge against the entire product of the plant* and their cost is distributed to the various departments.

Likewise, direct labor is chargeable to one of the producing departments of the plant named above. The time of the workman in the composition department becomes a charge against the composition department. The time devoted by one workman to each of several departments becomes a direct charge against each of the departments. But *the cost of indirect labor has to be borne by all the producing departments.* The charge is distributd to them on a basis to be explained later.

The Programme in Brief

THE BRIDGMAN-UNIVERSITY OF WISCONSIN-NATIONAL PRINTER-JOURNALIST SERIES—begins with the *Reasons for a Cost System* published in January, and includes for February *The Elements of Costs,* and for March, *Materials.*

Other parts will be *Labor or Time, Distributing the Labor Charge, The Individual Job Record, Collecting the Time and Distributing the Pay Roll, Expense, Fixed Charges, Current Charges, Auxiliary Accounting Forms,* and many other divisions and details.

A coupon is published each month, which when accompanying questions will insure a prompt and satisfactory reply. It should be understood that this service will be *without charge until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service, and while it has not set up any restrictions, readers who wish to ask questions for reply are of course expected to be "reasonable."

Those desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

The same explanation applies to the classification of expense items. An equitable distribution of the items classified as direct can be made direct to the departments. For instance, the Hand Composition Department can be charged directly with its share of the rent cost. But obviously *such items as postage, telegrams and front office heat must be charged to the producing departments by the indirect method indicated above.*

IT IS the purpose of the cost finding system to collect the information outlined above and reduce it to a unit basis in each department for use in measuring the cost of each job which passes through the plant.

It is apparent that in order to arrive at our objective, records must be kept of—

The stock handled

The time devoted to labor by each workman

The direct purchases for departments

Time and materials devoted to each job.

And there must be a distribution to departments of both direct and indirect expense and a summary must be made in which the items of cost in the opera-

(TURN TO PAGE 26)

Resolute Ledger

A BOLD hand and steady pen combined with RESOLUTE LEDGER was once a most efficient bookkeeping combination.

The bold hand is now changed to printed figures. The steady pen is more often a sure touch on an adding machine.

But RESOLUTE LEDGER works well as ever in either combination. It is a rugged, reliable sheet well able to withstand the frequent handling given loose leaf systems of machine bookkeeping. It still presents a firm, smooth surface which takes printed figures as well as written figures and preserves them safely.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation	NORFOLK, VA.	Old Dominion Paper Co.
BALTIMORE, MD.	J. Francis Hock & Co.	OKLAHOMA CITY, OKLA.	Kansas City Paper House
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.	OMAHA, NEB.	Field-Hamilton-Smith Paper Co.
BUTTE, MONT.	Minneapolis Paper Co.	PHILADELPHIA, PA.	A. S. Datz & Son
CHICAGO, ILL.	Parker Thomas & Tucker Paper Co.	PITTSBURGH, PA.	Potter-Brown Paper Co.
CLEVELAND, OHIO	Petrequin Paper Company	PORTLAND, ORE.	Blake, McFall Co.
COLUMBIA, S. C.	Epes-Fitzgerald Paper Co.	PROVIDENCE, R. I.	Paddock Paper Co.
DES MOINES, IOWA	Carpenter Paper Co., of Iowa	RICHMOND, VA.	Epes-Fitzgerald Paper Co.
HOUSTON, TEX.	The Paper Supply Co.	SAN ANTONIO, TEXAS	San Antonio Paper Co.
INDIANAPOLIS, IND.	Century Paper Co.	SAN FRANCISCO, CALIF.	Bonestell & Co.
KANSAS CITY, MO.	Kansas City Paper House	SPRINGFIELD, MO.	Springfield Paper Co.
LANSING, MICH.	Dudley Paper Co.	ST. LOUIS, MO.	St. Louis Paper Co.
LOUISVILLE, KY.	Miller Paper Co	ST. PAUL, MINN.	E. J. Stilwell Paper Co.
MEMPHIS, TENN.	Tayloe Paper Co.	SEATTLE, WASH.	The Paper Warehouse Co., Inc.
MILWAUKEE, WIS.	Allman-Christiansen Paper Co.	TOLEDO, OHIO	Commerce Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.	TULSA, OKLA.	Tayloe Paper Co.
NEW YORK CITY,	F. W. Anderson & Co.	WORCESTER, MASS.	Charles A. Estey Paper Co.

EXPORT — NEW YORK CITY, American Paper Exports, Inc.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

tion of each department can be brought together in a total and the department's cost per unit determined.

Only the forms necessary to provide the required information will be used and their use will be made clear as we proceed.

In March: *Materials, Stock Room, Etc.*

Questions

1. **Define Cost.**
2. **What are the elementary items of cost in manufacturing?**
3. **Write from memory an outline of the cost in producing the printed job.**
4. **Explain the use of the terms direct and indirect as used in this outline.**
5. **What is the objective of the cost finding system?**
6. **What records are necessary?**

Roe Gives Holiday Party To Employes and Families

Herman Roe, manager of the Northfield (Minn.) *News* annually gives a Christmas party for the News family at his home, with Mrs. Roe. The "family" includes employes, wives and children, "and three old maids and two bachelors." A supper was followed by a visit of Santa Claus with presents for everyone. "The Matrimonial Blues" was issued as usual at the 1923-4 party—a little, intimate paper for "family consumption only."

Weeklies Gain Big Goal

Postmaster General's Latest Order, Following N. E. A. Conferences Expedites Their Delivery

For the first time in the history of mail service, weekly newspapers will be given like attention as first class mail, according to a bulletin-order signed by the postmaster general, effective Jan. 30, 1924, on the subject of expediting the delivery of weekly and daily newspapers throughout the country.

This is a climax in a series of orders on this subject, which have been noticed from time to time in "NPJ," since Harry S. New, himself an experienced publisher, became postmaster general.

Elation over the newest order was especially evident at the Washington headquarters of the National Editorial Association, where it was reiterated that Mr. New has always been sympathetic toward representations in the interests of publishers by the association authorities.

Complaints made through the N. E. A. as to delivery of weeklies, were given a cordial ear. The result is a further evidence of the practical usefulness of the new N. E. A. Washington bureau.

The order obviously covers such publications as are commonly and popularly understood to be *news*papers of which the leading and major features are the dissemination of news of interest to the general public.

National Printer-Journalist Service Coupon

To University of Wisconsin, *Extension Division,*
Dr. Louis E. Reber, *Dean,*
Madison, Wisconsin.

Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the Bridgman—U. of W. Extension Division articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

I am interested in getting information about your Complete Extension Course of Study on this subject.

Date Mailed: *Name*..
Name of Paper or Plant..
.... *Title or Position*..
Street, No...
.........1924 *City*.................................... State............
2 (Attach This Coupon Firmly to Letter)

Foreign Envoys Assure Expo International Participation

Craftsmen's Graphic Arts Enterprise Already Announced in All Civilized Countries and Prompt Responses Are Received at Milwaukee

International interest in the Graphic Arts Exposition and the 1924 convention of the International Association of Printing House Craftsmen, to be held in Milwaukee, Wis., August 18-23, has already assumed much more extensive proportions than was considered probable at the outset of the preparatory work.

Communications expressing active interest in the project, which will be the only exposition of its kind held until 1927, have been received from a large number of consular and plenipotentiary representatives of foreign countries and are now having attention at the exposition headquarters in Hotel Pfister, Milwaukee.

"Literature describing the project has been placed in the hands of all American consulates abroad, through the State Department at Washington, and through the exposition office into the hands of every foreign consulate in the United States," said George A. Just, chairman of the executive committee.

First allotments of exhibit space have been closed with important exhibitors, it is announced. The management is now considering plans to add a mezzanine floor, in addition to the arena and the exclusive exhibit halls of the Milwaukee Municipal Auditorium. The size of the arena alone, is indicated by the fact that it has easily seated better than 8,000 persons, with ample aisle room.

Dr. I. L. Szabo, of Hungary, a university professor now lecturing in American institutions of learning, writes: "In my quality as a director of one of the largest printing houses in the entire Central Europe, I am keenly interested in the matter and I would advise some of the great houses in Hungary to participate in your planned exhibition. I would be glad to be the connecting link between your association and the greater Hungarian printing houses, some of whom are second only to a very few American firms."

"Due to the fact that in my country there are many such interested enterprises," writes Dr. Alberto Benavides G., Consul of Colombia, South America, "I will appreciate your kindness in sending me a quantity of announcements."

Other interesting communications have been received from A. B. Lule, consul for Latvia; F. Brody, secretary of the Consulado-General De-Chile; Buri Navaraster, Siamese minister at Washington; H. U. Touy, Chinese legation at Washington; Edgar Prochnik, charge d' Affaires of Austria; the consul general of Austria at Chicago; R. J. Defard, minister of Panama; C. M. Larrean, Ecuador; C. Brun, minister of Denmark, and Dr. Neubert of the Czechoslovak consulate general, New York.

Quite contrary to the usual custom in such events as this, the managers of the convention and exhibition have not appointed a publicity man. An editorial council has been formed to meet the individual requirements of editors of the trade press and also newspapers for news, pictures and any other information desired as to the event, in a practical way. John Louis Meyer, managing editor of National Printer-Journalist, being located in the convention city, has been appointed chairman of this council. E. V. Kaltenborn, a newspaper and trade press writer, is editor of the news service department.

Minutes are Momentous in Newspaperdom

To be habitually *first on the street* with extras—or with regular editions, gives any newspaper the *leadership,* in the minds of the public, the news boys, news stands and dealers—and with the advertiser.

The GOSS *High Speed*

gives its owner a ten minute advantage in lock-up, make-ready and getting under way, because of its

1. Patented Plate Lockup Mechanism.
2. Elevated Plate Cylinders.
3. Safety-lock Roller Sockets with one-man lever control.
4. Patented Self-locking Paper Roll Chucks.
5. Accurate and almost instant control of impression.

Let us explain these and other time-saving features of Goss Presses.

The GOSS PRINTING PRESS COMPANY

1535 South Paulina Street, Chicago, Illinois

Insuring Lives of Officers in Publishing Business

Analysis of Policies; Savings vs. Protection; Criticisms

Third Installment of a Series

By EDMUND WALKER

(C. P. A., New Hampshire; Member A. I. of A.)
Written Exclusively for "NPJ"

To Our Readers

MR. WALKER, of Edmund Walker & Co., 247 Park Avenue, New York City, accountants for a large number of newspapers, has discussed *Assets,* and *Liabilities,* of a newspaper-job business in two previous installments. Articles on other important points will follow. He invites readers to consult him, requiring no obligations in return, on these subjects. "NPJ" publishes these articles as the views of an expert accountant of special experience in the newspaper and printing field.

LAST month I promised to tell you something interesting about insuring the lives of the officers of a company operating a newspaper, or job, or combined news-job plant. Insurance is merely a plan under which a group of individuals agree to form a common pool into which each member will pay a certain amount, so that each member may protect his estate in a predetermined given sum. The amount to be contributed by each member is determined by his age and the probability of death.

We find on referring to the American Experience Table of Mortality, that the death rate per thousand at the age of 10 years is only 7.49, and at 20 years, 7.80; at 30 years 8.43; at 40 years 9.79; at 50 years 13.78. This climbs steadily until we see that at 70 years the rate is 61.99. It now follows that any member joining this association, who is 60 years of age, must pay in more than a member of 20 or 30 years of age. A little consideration will establish the fact in your mind that the insurance premium which you pay year by year should increase with the probability of your death. An examination, however, of your twenty-payment life, straight-life or endowment policy will show you that the premium you pay is the same every year, and the thinking reader will now ask himself how this average figure is obtained.

AN analysis of your premium, which is undoubtedly on what is known as a level premium plan, will show that it is an average figure, and the insurance company, when receiving your application for insurance, has first ascertained your age; then calculated the expectation of your life; and, setting down the mortality rate at your age and for each year thereafter during your expectation of life, they have added these figures up and divided by the number of years, giving them an average figure. To this figure has been added what is known as the loading or carrying charge, and in this way the premium has been determined.

It now follows that if you are 30 years of age, you are not only paying your proportion which is $8.43 per thousand, plus your legitimate share of the carrying charges, but you are also paying a proportion of the premium, which will not be due for the next twenty or thirty years, and yet the fact that you take out insurance at this time, indicates clearly that there is the thought in your mind that a possibility of death exists.

The insurance companies have a policy which is known as a yearly renewable term policy, and under this plan you pay each year an advancing premium, the premium being the actual mortality rate for each year. A moment's reflection shows you that fire insurance premiums increase in direct proportion to the hazards undertaken; consequently life insurance premiums should likewise increase or decrease with the probability of death.

IT MAY be stated that the average plan permits you to save a certain amount of money represented by the surrender or loan value of your policy, whereas if you are carrying a yearly renewable term policy, there is neither surrender value nor loan value. As an offset to this argument, I draw your attention to the fact that should you die before the maturity of your policy, your savings are swept aside and your estate will only recover the amount of the insurance, whereas, if you have, year by year, set aside the difference between the level premium, which you are now paying, and the premium payable under a yearly renewable term policy, you will not only recover the amount of your policy, but your estate will also have the saving accumulated.

There are only four things which can happen to anyone taking out a life insurance policy:

First, he can live past his expectation of life;

Second, he can die before his expectation of life;

Third, he can meet his premiums regularly each year when due;

Fourth, he may become financially embarrassed and be unable to meet his premiums.

These are the only four things which can affect any life insurance policy. I have worked out tables showing that the party who takes out yearly renewable term insurance *and who carefully sets aside the savings in premiums year by year in some savings bank,* and computing interest at only 3% per annum, will under all of these four conditions, be the gainer over the party who insures on the other plan.

In the event that financial difficulties are encountered in, say the fifth year, the one has the privilege of extending his insurance owing to its surrender value. The other, however, has a savings fund sufficient to pay the premium for a longer period than the insurance will be carried by the first party. In the event of death at any time during this comparison, the one recovers the amount of his insurance policy only, and the other has a savings account in addition.

I HAVE been told that the dissemination of this knowledge is dangerous to others, because the tendency would be to surrender existing policies and exchange for the yearly renewable term policy which is so much cheaper and affords the same protection. This criticism has been made on the theory that the insured would not set aside the difference between his premium under the yearly renewable term plan and the premium under a twenty-payment life or straight life policy, and consequently, he would not have any saving at the end of any given number of years. *There is considerable merit to this criticism and I would be loathe to explain the foregoing features to clerks and employees.* However, the readers of this magazine are business men and are surely capable of arranging a systematic plan of saving so that they may protect themselves accordingly. Insurance agents might discourage these policies which are issued by the Aetna and the Mutual Life, etc. The commission payable on a twenty-payment life policy or a straight life policy, or an endowment plan policy is much higher than the commission payable on the policy herein described. On many policies the premium at the age of 25 is approximately $23, whereas the death rate per thousand at that age is only $8.06. If you will analyze this difference you will find that it is the result of taking into account the premiums which will not be due for about thirty years or more. If you take out the policy herein described, your rate at that age will be less than $9., and a saving of $14. can be set aside in that year alone. This can be worked out for each year thereafter.

THE foregoing, as stated, will interest all of the readers, but in particular it should interest corporations who are insuring the lives of their officers. A corporation is presumed to be able to save its own funds, and *I feel that the above mentioned criticism cannot possibly apply where corporations are involved.* It is surely unnecessary to ask a corporation to pay a heavy premium, in consideration of which it is forced to set up a savings account which it will promptly lose if the insured should happen to die.

Incorporated
November 16th, 1898

The Barnes-Crosby Company had at that time ten employees and occupied a floor space of less than one thousand square feet. At the present time the employees number about three hundred and the floor space occupied by the various departments exceeds forty thousand square feet.

This growth has been accomplished only by the superiority of our organization, its quality and service rendered. Our *Advertising Art* and *Photograph Studios,* with specialists in all branches of Illustrative Art, are perfectly equipped. Our *Photo-Engraving* and *Mechanical Departments* produce the best in printing plates, made for Black and White or Color Printing.

For years our customers have been acquainted with our old entrance at 226 West Madison Street and while we have not moved, we have changed our address to 9 North Franklin Street, right around the corner from our old entrance.

You are cordially invited
to visit our establishment

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.

Machine Composition : : : : : *Helpful Hints*

Send in Your Problems. This Department Is Conducted under the Supervision of "NPJ" Mechanical Superintendent, With Experience in Newspaper and Job Rooms Operating All Leading Makes of Composing Machines.

EDWIN B. HARDING, who conducts the class room work in machine composition at the South Dakota State College School of Printing, Brookings, S. D., (Seth Thornton, director,) furnished "NPJ" the following *Helpful Hints for Student Operators*, which will unquestionably be useful to anyone who is really ambitious to become an operator or to improve his work, or help employes, whether veterans or beginners.

The South Dakota school has four machines, two Intertypes, a Linotype and a rebuilt Linograph. Operations start at 8 a. m., have an hour off at noon, and run to 6 p. m. Besides practice work, all the college work is done in this plant, and occasionally a publisher having machine trouble in his plant is helped out. The plant is a school, however, and in nowise a commercial composition plant.

Mr. Harding, after serving in the Third Division overseas, was superintendent for a time of the Wisconsin Rapids (Wis.) *Tribune*, formerly the *Leader*. He has worked in large and small newspaper and job plants. Mrs. Harding also is an experienced machine operator and worked for newspapers in Chicago and St. Paul.

◆

By EDWIN B. HARDING
South Dakota State College
School of Printing

WORK slow at first to avoid adopting wrong systems and to keep from having accidents that will be an expense to you and perhaps cause an injury.

Learn to be careful. KNOW *what the trouble is before you start to fix it.*

Avoid sending in tight lines. This is the most common cause of damaged mats. Do not send in loose lines. It's a bad habit to get into.

Keep the metal pot properly filled.

Do not put two spacebands together in a line, nor a spaceband at either end of the line. Do not send in a line without a spaceband in. One can at least get one spaceband into a line, even a full leader line.

Try to do some outside reading on different models and makes of line casting or other composing machines.

Always mark your copy plainly where you leave off. Run in all pi and let all mats distribute before leaving the machine to avoid wrongfonts if the next operator changes magazines.

Do not leave the light or power on when the machine is not in use.

In the make-up, it is not good book style to start a paragraph on the last line of the column nor end a paragraph at the top of the column.

When making changes from one measure and size of type to another, have a regular order for making the changes and follow the same procedure each time. Change the ejector first.

If you fold your corrections inside the proof, always have the top of the proof showing so another workman can see what galley the proof belongs with.

EDWIN B. HARDING

Don't use nut quads except when thin spaces will not fill the line.

Look out for fi, fl, ff, and ffl. And ask yourself: Is the comma before "and" in the above line correct? If so, why?

Be careful not to hold your finger on the key too long. You will surely get more characters than you want if you do.

Do not recast too long from one set of mats, they might become warped.

Don't try to send in a line when the assembler gate is open. Watch out for this after you have been hand spacing.

A tight screw or nut will usually loosen easily if it is tapped with a hammer or heated a little.

Have as much respect for tools as you are expected to have for a machine. Don't pound on a screw-driver with a hammer. Always use a screw-driver large enough for the screw. Bear down on a file only when you push it across the surface to be cut, not when you draw it back.

Don't blame the machine—it's all right. It can't help it if it gets dirty—that's up to us.

Don't use too much oil. Oil often but always sparingly.

After you dump a stick of type ALWAYS push the finger of the pan (stick) back in place.

Do not forget, when the machine stops with the second elevator held up, to always lock the spaceband shifter before proceeding to start the machine.

Long, narrow pages should be set in condensed type and rather thin spaces used, and vice versa for a wide page.

When you start setting type, put the galley number, name and number of the job and your name in the guide line, together with the date if there is room. This guide line is very important. Do not leave this until you are through with the galley, but put it on first thing.

Do not leave the machine shut off for over a few minutes with the pot locked against the mold. The mold will warp.

This Code For Correspondents Has Just a Dozen Good Pointers

THE Askov *American*, published by Petersen Bros., at Askov, Minn., uses the following "pointers" in instructing correspondents. Incidentally, Petersen Bros., after successfully using a Model 1 Linograph several years, just purchased a new Model 3 Linograph to take care of increased business.

1. Above all get the news.

2. Do not express your own opinion about news events; let the reader form his own opinion about the matter on which you write.

3. Do not depend on rumor; investigate carefully all important news, for your own satisfaction and accuracy.

4. Above all be accurate in your statements.

5. Write your letter regularly, even though there are only a few notes. It is in this way that the people become accustomed to seeing your letter in the paper and look for it.

6. Who? Where? When? What Why? How? Answer these questions in all your news stories and you are sure to make your letters to the papers interesting.

7. Speak a good word for every one in your community.

8. Give accurate reports of all public meeting and quote words of speakers accurately.

9. Never use your paper as a means to "get even" with any one. It will probably injure you and cannot fail to injure the paper.

10. Speak a good word for the paper you represent and try to get people interested in it.

11. Make a survey of your territory and find out what kind of news people are interested in.

12. Do not minimize your responsibility with regard to the paper you represent. As an associate editor you are charged with "covering" your particular field.

FORTIFIED FORTIFIED

LET US PROVE TO YOU

that the

FORTIFIED

INTERCHANGEABLE ELECTRIC POT

assures you a uniform product besides giving you increased production from your typesetting machine. Electric current for heating the metal in your pot is the only safe, sanitary and efficient way. It does away with the obnoxious gas fumes, hot and cold slugs besides many other annoyances. With an electric pot on your machine you are ready to go on the instant. It is ready to serve when you are. That is service and means greater efficiency.

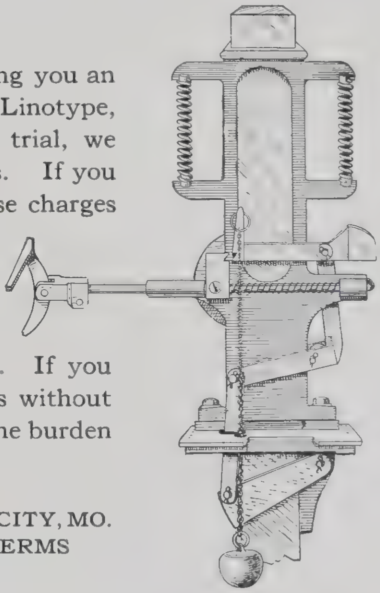
Let us prove to you that it is by sending you an equipment for either your Intertype, Linotype, Linograph or Monotype on a 30 day trial, we will prepay the transportation charges. If you accept you are to reimburse us for these charges besides sending us a check for $250.00 less 5% or, if you prefer to pay on a deferred basis send us $50.00 on acceptance, balance $25.00 per month for eight months with interest at 6%. If you do not accept return equipment to us without further expense to you. This places the burden of proof upon us.

Price $250.00 F. O. B. KANSAS CITY, MO.
CASH OR TERMS

PARAGON TIME SWITCH

Time switch turns current on and off automatically at any time on Fortified Interchangeable Electric Pots. Results in economical operation of your electric pots by having them ready to operate at the exact time required and turning them off at the end of the day, eliminating the waste of current where, through an oversight, they are allowed to run all night when not in use. Type 1, with Sunday shut-off, and attachment for turning on earlier by hand without disarranging the schedule for turning off. Will take care of 3 machines, additional machines write for prices.
Complete $57.00

SIMPLEX FEEDER



Automatically feeds a 25 pound pig into pot of any machine, whether gas or electric pot. Requires neither gas, gasoline, nor electricity. On electric pots will save about ¾ k. w. per day. Keeps metal level in pot at all times. Prevents oxidization because it covers top of pot. Weighs only six pounds. Can be removed in a moment. No screws necessary. Sets on top of pot. Insures solid slugs. Bell rings when more metal is required. Simplest feeder on the market.
Price including two ingot molds $50.00

**Fortified
Manufacturing
Company**

14th and Agnes Avenue
Kansas City, Missouri

FORTIFIED FORTIFIED

Busy Printer-Journalists in the Month's News

NEW ENTERPRISES, OFFICES AND PLANTS

Huntsville (Ala.) Star Publishing Co.—Incorporated by John Doty and family; $40,000; morning.

Muscle Shoals (Ala.) News—Sunday, published jointly by Florence News and Tri-Cities Dailies.

Moneta (Calif.) –A. H. Knutson.

Westminster (Calif.) News—Vernon King.

Auburndale (Fla.) Journal—Alex G. Deal; weekly.

Dunnellon (Fla.) Truth--Weekly; G. W. Adams.

Canal Point (Fla.) Everglades News—Howard Sharp.

Brunswick (Ga.) Times—A. H. Leavy.

Milville (Ga.) Progress.

Wayne County (Ga.) Progress—Ingram and Atkinson.

Rushville (Ind.) Telegram—Forrest W. Tebbetts and James N. Culp.

Letts (Ia.) Record—J. M. Browne; resumed.

Rome (Ia.) News—James O'Grady.

Rockville (Me.) Leader—Thomas Daniel.

Excelsior Springs (Mo.) News—George McKenney and Clinton L. Oliver.

Joplin (Mo.) Democrat—D. E. McDowell; weekly.

St. Louis (Mo.) American—J. F. Flynn, about Feb. 1

Stirum (N. D.) Citizen—Alex R. Mason.

Braggs, Okla.—Reported; J. W. Patten.

Lexington, Okla.—W. E. Clark (reported).

Corvallis (Ore.) Gazette-Times—To be incorporated; $50,000; C. E. Ingalls, G. Lansing Hurd, Myron K. Myers.

Klamath (Ore.) News—Semi-weekly; tabloid; Nate Otterbein, F. C. Nickle. Walter Stornach.

Amarillo (Tex.) Globe--Daily, Carl Brown.

Cleburne (Tex.) Times—Afternoon; J. F. Vickers.

Bucoda (Wash.) Enterprise—Frank S. Chitty.

Beckley, W. Va.—Daily; Francis Hunter.

St. John (N. B.) Saturday Night—Weekly.

Toronto (Can.) Illustrated News Mirror—Independent Press, Ltd.; Pres., Andrew D. MacLean.

Toronto (Ont.) Can.—Printing office; B. K. Howard at 418 Danforth Ave.

The "NPJ" Book Table

EDITING THE DAYS NEWS, *by George C. Bastian,* Copyreader, Chicago Tribune; THE MACMILLAN CO., NEW YORK—A very, very practical book on newspaper making, and amply illustrated. Chapters are included on handling of news on the outside and inside of the office, how news stories start and eventually reach the reader's front door; handling of elections; compiling the Sunday paper; writing of heads; makeup—altogether a fulsome compendium of present-day newspaper practices and methods. It ought to be digested by laymen—readers—as well as active and student journalists. It is a splendid, worth-while volume and one of the few truly valuable, practical contributions to the library of newspaper making. It rings with practical experience, and it is complete.

A PUBLISHER'S CONFESSION, *by Walter H. Page,* DOUBLEDAY, PAGE & CO., *Garden City, N. Y.,* $1.50—A frank relation of experiences in the big-league publishing business, and comments on some of the needs which authors as well as publishers should recognize. A fine vein of good humor makes the book attractive and helps measurably to impress its message on those for whom it is intended. The volume may be called "Ben Franklin-esque."

THE EVOLUTION OF PRINTING AND PICTORIAL REPRODUCTION, *by Henry Lewis Bullen;* CRESCENT ENGRAVING CO., KALAMAZOO, MICH.—A handsome 4½ x 6 inch brochure printed in sepia on semi-dull cream colored paper. By means of line drawings and very concise, beautifully written English, it traces up to date the development of graphic art since the clay tablets of the ancient Sumerians, made 10,000 years before Christ. It is an argument for the thesis, "Your Story Told in Pictures Leaves Nothing Untold."

THE WAVE, *by Edwin H. Farr,* WHITING, IND.—The product of a public spirited printer who wants to spread good cheer in his community. It is an inspirational little booklet, and suggests a field in which perhaps printers in other towns might profit. But the printer who tackles a thing like *The Wave,* will have to be an exceptional man indeed to make a business success of it. A few illustrations and a little humor might make The Wave more interesting reading.

ADDITIONS, REBUILDINGS, NEW HOMES

Roanoke (Ala.) Leader—O. H. Stevenson; completed.

Hayward (Cal.) Review—New $10,000 plant completed.

Pasadena (Calif.) Star-News—Plans new building.

Apopka (Fla.) Chief—Moves to new home soon.

Lincoln (Ill.) Courier-Herald—Located in new home.

Springfield (Ill.) State Journal—Purchased property for new building.

Cedar Rapids (Ia.) Gazette—New building by June 1.

Lowell (Mass.) Courier Citizen—To move into new home.

Lubbock (Tex.) Plains Agricultural Journal—Plans new home; to become weekly newspaper.

Chesaning (Mich.) Argus—H. D. Winte, moved.

Lamberton (Minn.) Leader—Plans extensive improvements.

Petosky (Mich.) News Printing Co.—Capital stock increased; formerly Churchill Printing Co.; moved into new building.

Thief River Falls (Minn.) Tribune—Moved.

Mountain View (Mo.) Standard--W. C. Park; plans to enlarge.

Utica (N. Y.) Deutsche Zeitung—To erect $10,000 building.

Athens (O.) Messenger—Plan $75,000 building; Fred W. Bush.

Cleveland (O.) Ameriiska Domovina—Moved.

Rose City (Ore.) Herald—Moved.

Reasing (Pa.) Herald Telegram—Taken over by C. Godwin Turner; moved.

Rockwood (Tenn.) Times—$2,500 to be spent for equipment.

San Antonio (Tex.) La Prensa—Plan improvements; $10,000.

Pend Oreille County (Wash.) Observer—New home being built.

CHANGES IN PUBLICATION DATES

Compton (Calif.) Tribune—Semi-weekly to daily.

Fullerton (Calif.) Daily News—Morning to evening.

Jacksonville (Fla.) Journal—Becomes semi-weekly.

Lapeer (Mich.) Press—Semi-weekly to weekly.

South Omaha (Neb.) Sun—Weekly to daily; E. N. Strahl.

Wewoka (Okla.) Capital-Democrat—To semi-weekly.

CHANGES IN MANAGEMENT

Headland (Ala.) Winegrass Farmer—J. P. Mitchell, formerly Chipley and Marianna, Fla., now publisher.

Pell City (Ala.) News—Bays D. Cather leases from F. W. White.

Eldorado (Ark.) Tribune—Bought by Daily Tribune; Incorporated; capital $100,000.

Lonoke (Ark.) Democrat—Bought by R. E. Bradford.

Prairie Grove (Ark.) Herald—Reported bought by Arthur Thallman; Apr. 1.

Anaheim (Cal.) Herald—Sold to Anaheim Bulletin; to be Anaheim Herald & Bulletin.

Brea (Calif.) Progress-Star—Bought by J. F. Rymer and M. C. Fiscus.

Davidson City (Calif.) Journal--Bought by V. C. Dunning.

Elsinore Valley (Calif.) Press—Sold to W. J. Sergel by J. H. Couch; plan improvements.

Lakeport (Calif.) Press—Bought by L. B. Lawrence from W. R. Jayes.

Lincoln Heights (Calif.) Press—Bought by Alice H. Dyke.

Commercial Bindery, Braun Bldg., Los Angeles—Bought by The Enterprise Corp.

Hollywood (Cal.) Weekly Review—Bought by Geo. A. Mayfield.

Mayfield (Calif.) News—Sold by Thos. B. Nichols to Leroy E. Harris and Stella Ely.

Maywood (Calif.) View—Bought by T. M. Winsor.

Niles (Calif.) Register—Bought by N. B. Dresser and M. D. Hall.

Paso Robles (Calif.) Press—Bought by Griffin Smith.

Red Bluff (Calif.) Sentinel—Leased by John G. Miller; weekly.

San Luis Obispo (Calif.) Telegram—Bought by John A. Rollins from C. L. Day.

Santa Ana (Calif.) Printing Co.—Interest of F. J. Horsley sold to C. E. Stewart.

Santa Cruz (Calif.) Tribune—Bought by J. A. Barrett and H. Brummitt; weekly.

Shafter (Cal.) Progress—B. W. Herman buys from Mrs. Marion M. Calkins.

South San Francisco (Calif.) Enterprise—Purchased by Geo. F. Morrell, Palo Alto Times and Redwood City Tribune; weekly.

Tuolumne (Calif.) Prospector—Sold by Wm. T. Luddy to A. Daveluy.

Carbondale (Colo.) Crystal River Empire—Frank Peirce, Mgr.

Eckley (Colo.) Tribune—Bought by Albert Whitney from R. P. Matthews.

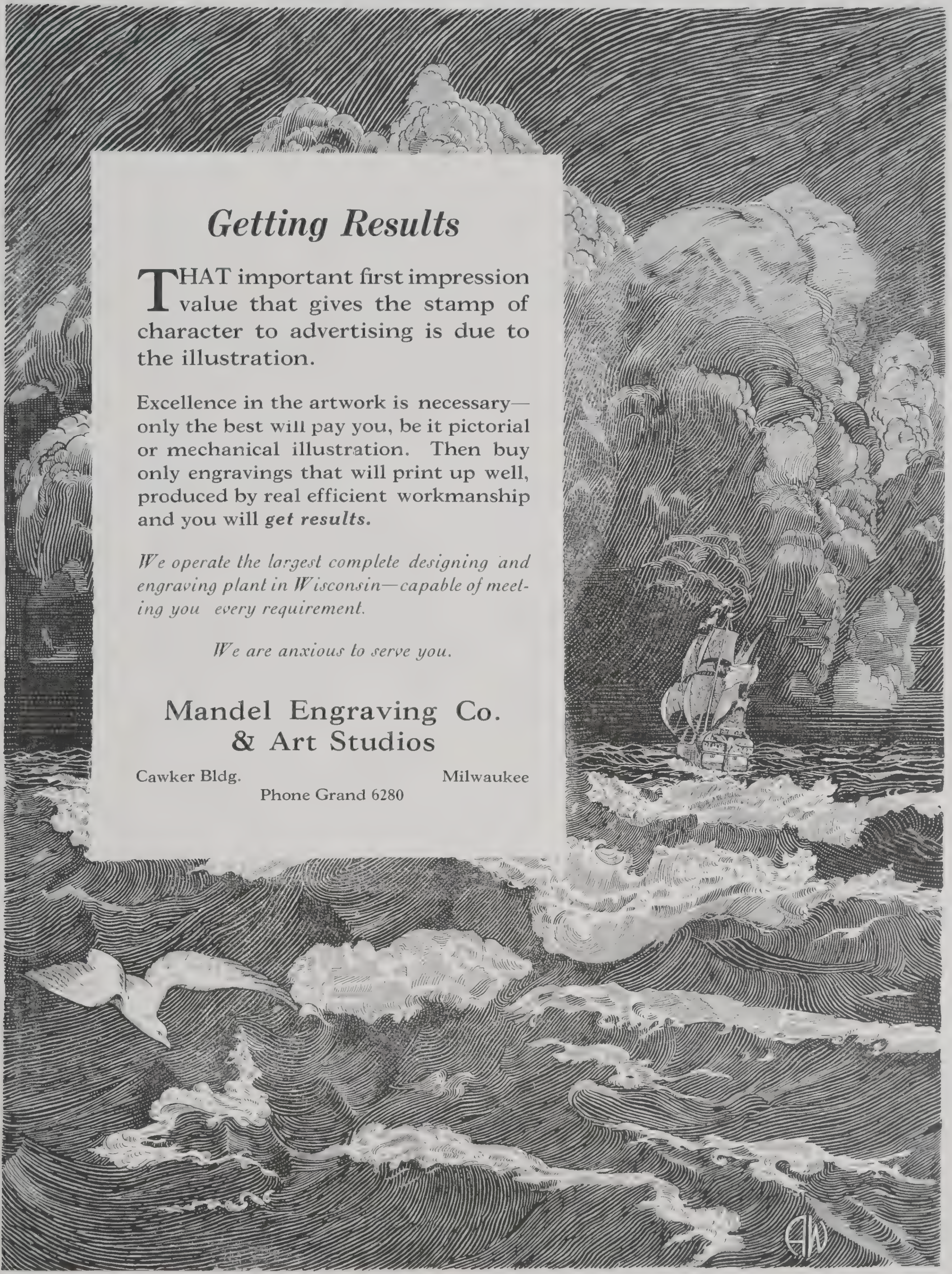
Grand Junction (Colo.) News—Interest of Rodney F. Jay sold to Chas. E. Adams.

Nucle (Colo.) Independent—H. H. Beaver to take charge.

Platteville (Colo.) Herald—Bought by Martin E. Chample.

Weldona (Colo.) Wonderland—Bought by R. P. Matthews from Mrs. A. Viola Morrison.

(TURN TO PAGE 34)



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting you every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

N-E-W-S

(CONTINUED FROM PAGE 32)

Lake Worth (Fla.) Leader—Bought by W. M. Stafford and W. Richard Jackson.

Atlanta (Ga.) Georgian—F. A. Wilson-Lawrenson appointed publisher.

Chatsworth (Ill.) Plaindealer—Interest of S. L. Boeman sold to A. A. Raboin.

Moline (Ill.) Dispatch—Interest of John Sundine acquired by August Sundine; Harry Sivard, business manager.

Rushville (Ill.) Times--Bought by Howard F. Dyson.

Pekin (Ind.) Banner—A. H. Weller becomes editor.

Clarion (Ia.) Wright County News—Sold to A. S. Koonce.

Elgin (Ia.) Echo—Sold to R. P. Strauch by F. W. Hughes.

Lewis (Ia.) Standard—Half interest sold to Charles Willey.

Parkersburg (Ia.) Eclipse—Purchased by R. S. Sherwood.

Pierson (Ia.) Record—Bought by G. E. Campbell.

Radcliffe (Ia.) Signal—Purchased by W. V. Wildman from C. E. Myers.

Girard (Kans.) Messenger—Harry Bouck buys out partner, James D. Barnes.

Trenton (Mo.) Times—Ira B. Hyde sells interest to H. S. Beardsley.

Washington (Ia.) Democrat—Bought by J. Elliot Grayson and Donald C. Ross from F. M. Appleby.

Bushton (Kans.) News—Equipment purchased by Herman Reents, editor Holyrood (Kans.) Gazette; to conduct both papers.

Emporia (Kans.) Times—Bought by Keith J. Fanshier from H. G. James.

Montezuma (Kans.) Press—Bought by Geo. W. Fowler from H. O. Woodruff.

Nickerson (Kans.) Argosy—Sold to Fred H. Lobdell.

Belfast (Me.) Republican Journal—Bought by Nathan H. Small.

Palmer (Mass.) Register—Bought by Ralph M. Keller. Carl W. Hyland, manager.

Waltham (Mass.) News—Purchased by Albert P. Langtry.

Brown City (Mich.) Banner—Bought by C. E. Gillard from W. R. Neumann.

Bellingham (Minn.) Times—Interest sold by Robert E. Soule to his partner, E. W. Nobbs.

Deer River (Minn.) News—Sold to H. E. Wolf.

Strandquist (Minn.) Press—Sold to H. G. Johnson and O. W. Yngve.

Triumph-Monterey (Minn.) Journal—One-third sold to H. V. Starr.

Hale (Mo.) Hustler-Leader—Sold to H. H. Burnett.

Jasper (Mo.) News—Sold to C. S. Kennedy.

Jefferson City (Mo.) Democrat-Tribune—Controlling interest purchased by J. F. Koester.

Minneapolis (Minn.) Northsider—Bought by A. F. Archer and Robert E. Wilson.

Otterville (Mo.) Weekly Mail—R. R. Russell plans to resume paper which suspended 3 years ago.

Sni-A-Bar (Mo.) Voice—Sold by W. L. Hall to E. L. Wickes.

Stewartsville (Mo.) Record—Leased by Eugene A. Francis.

Jasper (Mo.) News—Sold by A. F. Drake to C. S. Kennedy.

Alliance (Neb.) News--Bought by A. E. Clark from F. M. Broome.

Crawford (Neb.) Courier—Bought by V. W. Wilson.

Falls City (Neb.) Journal—Sold to Virgil Falloon.

Holdredge (Neb.) Citizen—J. W. Hammond to take charge.

Long Pine (Neb.) Journal—Bought by J. E. Patterson.

Omaha (Neb.) Bee—Basil Brewer, general manager, sells holdings to Nels Updike.

Rising City (Neb.) Independent—C. B. Copp has taken charge.

Torrington (Neb.) Telegram—Bought by L. P. Loomis from F. S. Pavitt.

Valley (Neb.) Enterprise—Bought by O. M. Mayfield from C. E. Byars.

Brooklyn (N. Y.) Eagle—Martin Lyons formerly superintendent Williams Printing Co., appointed mechanical superintendent.

New York (N. Y.) Herald—H. B. Fairchild named advertising manager.

Rochester (N. Y.) Times-Union, Utica Observer Dispatch and Elmira Star Gazette—All taken over by the Gannett Co., Inc., Rochester, N. Y.; Frank E. Gannett, pres.

Rye (N. Y.) News—Bought by W. H. Wills and W. B. Holland.

Norton (N. C.) Daily Progress—Bought by Presley Atkins from John E. Pearce.

Shelby (N. C.) Highlander—Bought by Milton Tiddy and Col. W. A. Fair.

Noonan (N. D.) Miner—Bought by F. A. Herringer.

Cleveland (O.) Plaindealer—V. C. C. Post elected president Mutual Benefit Association.

London (O.) Madison County Press—Raymond B. Howard assumes control.

Mechanicsburg (O.) News-Item—Bought by E. E. Blazer.

Canadian (Okla.) Record—Traded by L. P. Loomis to F. S. Pavit for latter's plant at Torrington, Wyo.

Crescent (Okla.) Logan County News—Bought by Ralph E. Godfrey from Ernest L. Hubbard.

Elgin (Okla.) News—Bought by H. P. Wettengel.

Lexington (Okla.) Leader—Bought by W. E. Clark (reported).

Meeker (Okla.) Herald—Bought by Mr. and Mrs. V. F. Hall.

Fargo (Okla.) News—To be published by D. Brazell at Gage (Okla.) Record.

Minco (Okla.) Minstrel—Bought by Mr. and Mrs. F. E. Forgy.

Your Wood Type: Do You Treat It Right?

By JOHN J. FISHER

THERE ARE many instances in printing shops of the lack in proper care of wood type, which often causes considerable trouble without the real reason ever coming to light.

To begin with, most offics have an insufficient supply of this material. If a certain line of gothic or some other style is required to make up a shortage, invariably a wrong font has to fill the gap; then again, the letters get so out of shape from expansion, etc., that it is impossible to get other than a one-sided impression.

As an example of lack of care in the proper storage of letters of this kind, one sees brads and short pieces of two-point leads adhering to the sides of various letters. This invariably causes delay and spoilage, and in some cases, damage to the press before the run is completed.

WOOD type should be as carefully treated as any other appliance in the printing office. The letters, when being returned to their cases, should always have examination. All particles of hardened ink should be removed. Drads, leads and other adhering matter should not be left attached. Lastly, if the edges are not straight, the letters can easily be trimmed on a circular saw.

Occasionally a letter may need an entire new base. This may also be attended to with the saw and a little glue, the parts being clamped together between blocks in a vice. A good quality glue is necessary for this purpose.

When distributing place all letters of the various kinds together, using separate compartments for the ascenders and decenders in the lower case.

Another suggestive hint is applicable here: Never store wood type where there is excessive heat or dampness. The tendency that wood type has to warp and expand will render it unfit for use.

Wister (Okla.) Democrat—Bought by C. W. Hughey from J. T. Berry.

Gervais (Ore.) Star—Bought by G. L. Swartz from A. M. Byrd.

Ione (Ore.) Independent—Bought by Pearl P. Hassler from E .S. Ackerman.

Madras (Ore.) Pioneer—F. B. Miller becomes editor.

Spokesman Publishing Co., Redmond, Ore.—Bought by W. E. Russell and J. E. Bloom.

Tribune-Review Publishing Co., Greensburg, Pa.—New corporation composed of Greensburg (Pa.) Morning Review and Greensburg Daily Tribune. Pres.-Man. Ed., E. Arthur Sweeney; Bus. Mgr., Robert B. Herbert.

Harrisburg (Pa.) Telegraph—President and editor-in-chief, E. J. Stackpole, Sr.; vice-president and treasurer, E. J. Stackpole, Jr.; secretary, F. R. Oyster; general manager, James P. McCullough; managing editor, Bion C. Welker.

Columbia (S. C.) Record—John H. Clymer appointed business manager.

Houston (Tex.) Post—G. J. Palmer returns to active duty.

Lometa (Tex.) Reporter—Bought by R. E. Nradbury from E. C. Lowe.

Lubbock (Tex.) Plains Journal—James C. Nance now publisher.

Malone (Tex.) Register—Sold to E. L. Battaile.

Roby (Tex.) Star-Record—Interest of H. C. Shelton bought by E. F. Huntsucker.

San Antonio (Tex.) Republic—Purchased by J. T. Price.

Snyder (Tex.) Signal—Purchased by Ben F. Smith; to be consolidated with Snyder Scurry County Times.

American Fork (Utah) Citizen—Bought by A. F. Gaisford from L. W. Gaisford.

Kelso (Wash.) Cowlitz--Bought by Thomas Dovery from J. H. Pittman.

Oak Harbor (Wash.) Farm Bureau News—Bought by A. J. Whitney.

Prosser (Wash.) Record-Bulletin--Bought by W. R. and Virgil E. Sproull.

Winlock (Wash.) News—Harold J. Dibb buys half interest.

Lake Geneva (Wis.) Tribune—Editorial and job management taken over by J. T. Dawson.

New London (Wis.) Press—Editorship assumed by Geo. Greene.

Spencer (Wis.) Record—Bought by James W. LeBell from E. W. Bates.

Whitewater (Wis.) Register—Fred R. Bloodgood, former state dry officer, Wisconsin, becomes editor Jan. 1.

Johnsonized

For almost thirty years we have been rebuilding and selling printing machinery at St. Paul. Originally we sold machinery on the basis of it being used and second hand, essential parts repaired. But we continually raised our standards until within the past fifteen years or so we have been turning out and selling only completely remanufactured machinery. Until now we guarantee every machine we sell to be remanufactured and to be entirely free from defective material and workmanship, and for all practical purposes, to be as good as new, and in the hands of competent workmen, to do as good work as a similar new machine. We furnish with this machinery, all of the equipment that goes as standard with similar new machines. Our prices average about half the cost of similar new machinery. We furnish the services of a competent machinist to superintend the erecting.

We will be glad to consult with you at any time, as to whether we have any machinery that would fill your requirements. The experience of our organization is at your service. The sale of the machine is only the beginning of JOHNSONIZED service. Send for a complete list of JOHNSONIZED machinery.

Goss Semi-Rotary, four, six, eight or ten pages, six or seven column size, roll feed, flat bed.

Miehle Two Revolution, No. 1, bed 39 x 53, four roller, combination front fly and sheet delivery.

Miehle Two Revolution, No. 2, bed 35 x 50, four roller, combination sheet and fly delivery.

Miehle Two Revolution, No. 4, bed 29 x 43, four roller, combination sheet and fly delivery.

Miehle Two Revolution Pony, bed 26 x 34, combination sheet and fly delivery.

Miehle Two Revolution Pony, bed 26 x 34, front fly delivery only.

Huber Hodgman, Two Revolution, bed 42 x 53, four roller, four track, front delivery.

Whitlock Premier, Two Revolution, bed 36 x 48, four roller, front combination sheet and fly delivery, late style.

This is only a partial list of our stock. A complete list sent where requested. We also sell practically all of the new makes of printing and binding machinery and supplies.

C. I. Johnson Manufacturing Company

St. Paul, Minn.

Chandler & Price, Challenge and Golding Products.
Morrison Perfection Wire Stitchers.
Laclede and Miller Saw Trimmers.
Typesetting and Stereotyping Machinery.
Vandercock Proof Presses.

Publishers' Memo Pad of Newspaper Advertisers

Albert Frank & Co.,. Inc., New York—Purchased by Derby Brown & Co., Inc., of Boston; to become Boston branch office. Advertising accounts transferred are:—American Hosiery Co., New Britain, Conn.; Cutter Manufacturing Company, Everett, Mass.; Elliot Co., and DeWitt-La France Co., Cambridge, Mass.; Hartford Products Co., Hartford, Conn.; Simonds Saw & Steel Co., Fitchburg, Mass.; Williamson Heater Co., Cincinnati, and the Boston Gear Works, Baxter Manufacturing Co., Citizens National Bank, Cook, Watkins & Co., Ground Gripper Shoe Co., Lewis-Shepard Co., R. Mitchell & Co., Spaulding Moss Co., Spray Engineering Co., Ultratex Products Co., and the Za-Rex Food Products Co., Boston, Mass.

American Drug Syndicate, Long Island City, N. Y.—Account to Sterling-McMillan-Nash, Inc., New York.

American Press Association, New York City—Thomas McGinness appointed manager of the special daily newspaper department.

American Tobacco Co., New York—Appointed Lord & Thomas to direct advertising for Lucky Strike Cigarettes.

American Tobacco Co., New York—Williams & Cunnyngham, Inc., anpointed to handle the advertising of Tuxedo tobacco.

American Writing Paper Co., Holyoke, Mass.—Edmund E. Keough resigned as advertising manager to become sales promotion manager of the Paper Utilities Co.

Babbitt's Soap—Sold to Armour & Co.

Calumet Baking Powder Co., Chicago, Ill.—J. S. Older appointed advertising manager.

Campbell-Ewald Co., Detroit, Mich.—Ralph Miller appointed space buyer.

Ford Motor Co., New York—D. Minard Shaw placed in charge of advertising in N. Y. division; New England, Washington, Philadelphia, Buffalo and Pittsburgh.

Franklin Sugar Refining Co., Philadelphia, Pa.—Fred Mason, formerly of Shredded Wheat Co., and vice-president of American Sugar Refining Co., elected president; headquarters, New York.

Free Sewing Machine Co., Rockford, Ill.—Homer W. Miller becomes advertising manager.

Wm. L. Gilbert Clock Co., Winsted, Conn., has placed their advertising account in the hands of Geo. Batten Co., New York.

Gorham Co., New York—Advertising account placed with Barrows & Richardson.

Grape Nuts—Account now with J. Walter Thompson Co., New York.

C. L. Houser Co., New York—Franklin E. Wales, publishers' representative, appointed western manager.

Indian Motorcycle Co., Springfield, Mass.—Advertising account placed with Ruthrauff & Ryan, Inc., New York.

Jewel Tea Co., Chicago, Ill.—Advertising account placed with Wasey & Co.

Knox Gelatine, Johnstown, N. Y.—F. J. Nixon, sales manager; formerly with Dromedary dates.

Life Savers, Inc., Port Chester, N. Y.—New name of Mint Products Co.; advertising manufacturers of Life Saver Mints.

Liquid Veneer—Moss-Chase Co., Buffalo, N. Y., agency.

Maxwell McLaughlin & Co., Chicago, Ill.—Apointed advertising agency for Crocker Chair Co., Sheboygan and Antigo, Wis., Green Circle Products Co., Chicago, Ill., Parrot Brake Corp. of America, South Bend, Ind.

Moline Plow Co., Moline Ill.—N. O. Dawson, supt. Moline Press, subsidiary of plow company, named advertising manager with H. S. Peek assistants, succeeding H. W. Harrington.

One-Minute Washing Machines, Newton, Ia.—Appoints Sehl Agency, Chicago.

New Jersey Newspaper, Inc., publishers' representative, New York—Appointed national advertising representative for Passaic (N. J.) Daily News and Morristown (N. J.) Jerseyman.

Paper Utilities Co., Inc., New York—Edmund E. Keough formerly of American Writing Paper Co., becomes sales promotion and advertising manager.

Parker Pen Co., Janesville, Wis—1924 advertising appropriation $750,000: K. S. Parker, advertising manager.

Postum Cereal and Instant Postum—Account now with Young & Rubican, Philadelphia.

Post Toasties and Bran Flakes—Account now with H. K. McKann Co., New York.

Pratt Food Co., Philadelphia, Pa.—Advertising account placed with Kling-Gibson Co., Chicago.

Quaker Oats Co., Chicago, Ill.—Erwin, Wasey & Co., Chicago, to handle advertising account for Quaker Milk Macaroni.

Geo. W. Resse Advertising Agency, New Orleans, La.—Branch office opened at Jackson, Mich.

Rock Island Plow Co., Rock Island, Ill.—W. J. Sanders to be in charge of advertising.

Samoline Corp., Chicago, Ill.—P. W. Schwade joins as sales and advertising manager; formerly with B. T. Babbitt, Inc.

Studebaker Corp. of America, South Bend, Ind.—Advertising account placed with Lord & Thomas, Chicago; effective Feb. 1.

Sugar Export Corp., New York—Robert M. Parker, formerly of American Sugar Refining Co., becomes president.

Tanglefoot Fly Paper—John W. Bailey Sales manager, Grand Rapids, Mich.

Wahl Co., Chicago, Ill.—W. L. Brann, Inc., appointed advertising agency.

Edwin Bird Wilson, Inc., New York—Edwin Bird Wilson re-elected president; Edward J. Byrnes, vice-president and treasurer; Alice M. Daragh, secretary.

Wm. Wrigley, Jr., Co., Chicago—Plans to spend about $6,000,000 in advertising in 1924.

National Advertising Service, Inc., Lynchburg, Va.—Charter granted for general advertising business; president, T. P. Jackson.

❧

PRINTER-JOURNALIST MARKET NEWS

Associated Press, Tulsa, Okla.—Opens bureau.

Dennison Mfg. Co.—Philadelphia office now Jefferson Bldg.; F. D. Wilbur, Mgr.

Duplex Printing Press Co.—Chicago office now 77 West Washington street; Charles S. Brown.

Hill-Curtis Co., Kalamazoo, Mich.—M. J. Church now sales manager.

Kelly Press—Division of American Type Founders Co.; new plant at at Elizabeth, N. J., to be occupied shortly; W. M. Kelly, manager.

Klymax Feeder Co., Newark, N. J.—New name of former Humana Co., makers of automatic printing machinery.

Lanston Monotype Machine Co.—H. P. Richardson named assistant to the sales manager.

Missouri Valley Newspaper Bureau, Kansas City, Mo.—Takes over newspaper brokerage and financing business of Clyde H. Cox.

Shallcross Co., Philadelphia, Pa.—Plan to erect new ink plant.

F. Wesel Mfg. Co., Chicago, Ill.—A. J. Kareth appointed manager of Chicago branch.

National Newspaper Bureau, 203 S. Dearborn St., Chicago., Ill.—H. H. Knickerbocker general manager (chain of weeklies).

Intertype Corporation, Brooklyn, N. Y.—Charles Chidsey, appointed manager of sales promotion and advertising.

"NPJ" Is Hitting the Ball

A. F. KING Editor, Leonardtown, (Md.) *St. Mary's Beacon*—In renewing my subscription I would feel it a duty left undone if I did not tell you that your publication has been a source of great pleasure and contained a vast amount of valuable information. I have been more than pleased with it.

W. F. CUSHING, Beach (N. D.) *Advance*—I have profited by perusing your journal and have adopted some of the methods of bookkeeping and recording ad dates shown by other offices, and expect that before the year is out to benefit from my subscription beyond the price paid, several times over.

J. R. FAULDS, Stevensville, Mont.—I realize that you are putting forth great efforts for a splendid journal that will help clarify the muddy water of journalism of today. Keep up, good cheer, and you will succeed, for people will have to learn to pay the price for a journal that will tell the truth and give the reading public the NEWS as it really is without fear or favor.

HARRY HAMMOND, Byron (Cal.) *Times*—We look forward always to receiving the "NPJ"; the writer sees nothing in it except to praise. I have said before, and repeat, that it is a magazine that comes nearer to being the ideal for printers than anything that has been presented to my notice in the past 30 years. *It is those heart-to-heart talks that I enjoy—the personal experiences of editors*: that is the sort of dope that appeals. The "NPJ" plays them up attractively—*makes* the reader read 'em, and that's why *the subscriber looks forward month to month for its arrival*—anyway, I do!

B. J. BLESS, JR., Weston (Mo.) *Chronicle*—I would not do without it. I do not always have time to read the whole number through, but judging from the rest of it by what I read, it is a gold mine for the country editor. *"A line or two a day stimulates all along the way"* is the best way to express my feelings about the NATIONAL PRINTER-JOURNALIST.

H. B. ELDREDGE, Winchendon (Mass.) *Courier Press*—So far as Courier Press, Inc., of Winchendon, Mass., is concerned your magazine is batting for 1,000 every issue. We regard it as the best trade paper which comes to our office. Each issue is full of real value-giving ideas. We take pleasure in enclosing herewith our check for renewal. If you wish a suggestion as to what we like best, here it is: We like articles relating to costs, how to arrive at overhead charges and properly apportion them where they belong, also articles on arrangements of equipment in printing offices.

Your customers will appreciate the economic advantages of papers made by manufacturers who control their *raw materials* as well as the processes of *pulp and paper making*

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel

Marquette Enamel

Sterling Enamel

Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint

Westvaco Ideal Litho.
Coated One Side

Westvaco Super

Westvaco M. F.

Westvaco Eggshell

Westvaco Text
White Gray India Tint Brown Blue Goldenrod

Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod

Origa Writing
White Canary

Westvaco Index Bristol
White Buff Blue Salmon

Westvaco Post Card
Cream

West Virginia Pulp & Paper Company · New York and Chicago

WESTVACO
QUALITY

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

The Spirit of Progress

An average of 9,000 new patents are filed at Washington each month. They serve notice that efficiencies of all sorts are about to junk a few more billion dollars' worth of leisurely, haphazard equipment.

will dominate every section of the Third Educational

International

Graphic Arts Exposition

Milwaukee, Wis., August 18 to 23, 1924

IT IS the last Graphic Arts Exposition until 1927. It is the manufacturer's best opportunity to bring his product favorably to the attention of those who are interested as buyers and those who are responsible for its successful operation.

The paper, printing, lithographing, and the graphic arts industries will exhibit. Complete working units in all branches of the printing and allied trades will be flanked by the instructive exhibits of manufacturers who realize the importance of trade education.

Announcements have been mailed. Those who have not made application for space should do so at once, because available space is limited.

Address all communications to

Milwaukee Graphic Arts Exposition, Inc.
Hotel Pfister · Milwaukee, Wis.

LOOKING THEM OVER : : *With* C. H. DuCLOE

Readers May Submit Newspapers for Criticism, and These Will Be Published. Write a Letter or Card Requesting Criticism, and Mail Copies. Data Used on Population, etc., are From Directories. "Deadline" is the 15th of the month.

Who Said So—We All Say So!

(POPULAR WHEN BRO. BRYAN FIRST RAN)

GETTING out a paper is a picnic. If we print jokes, folks say we are silly. If we don't they say we are too serious.
If we publish original matter, they say we lack variety.
If we publish things from other papers,
We are too lazy to write.
If we stay on the job, they say
We ought to be out rustling news.
If we are rustling news, they say
We are not attending to business.
If we don't print write-ups and contributions, we don't show proper appreciation.
If we do print them, they say
The paper is filled with junk.
Like as not some fellow will say we swiped this.
So we did.
We thank you!

* * *

BREWSTER (N. Y.) STANDARD—E. W. Addis Estate, publisher; W.; pop. 860; circ. ?; $2—Ads are very conspicuous. Absence of running title, date and page numbers noted. You seem to have all your news on the front age. Probably we got that impression from the smallness of headlines on the inside pages. Why not make a headline schedule adequate for the needs of both the front and inside pages?

BAYSIDE (N. Y.) REVIEW—William E. Meyer, editor; W.; pop. ?; circ. ?; $2—You haven't enough sport news on the front page to warrant the running of a standing "Sports" headline. There seems to be no need for the standing head over the editorials. Local cartoon and playing up of big local story shows that you have the right idea in competition with metropolitan newspapers located almost within a stone's throw. Press work could be improved. More ads in your classified section would help a lot.

SOUTH SAN FRANCISCO (Cal.) NEWS—Lawrence W. Cherry, editor; W.; pop. 6,200; $1.50—Your first four "getting acquainted" issues show you have the right idea of front page make-up. We like the way you favor small but interesting bits of news with headlines. We would start with the pyramid style of ad makeup right off the bat. It helps make ads as effective as the size of their space. We would put some of the mat features on the editorial page—John Blake's stuff for instance. Don't start cultivating a fondness for 8-point cap headlines. They are all right for a whole lot of news, but the trouble with them is that they do not distinguish the story from the one next to it, which is obviously one of the functions of the headline. Let us know how you get along from time to time. Congratulations upon entering the newspaper publishing business so confidently—and so well!—at the age of 19.

DOVER (Del.) DELAWARE STATE NEWS—James C. Wickes, editor and publisher; W.; pop. 4,050; $1.50—The four-page sepia section printed on a high grade of dull-coated paper is a very fine piece of work. And we note also that you realized good money out of the proposition. The paper is well made all the way through, being exceptionally well filled with live local news, and has proper treatment as to headlines, boxes, etc. Your method of dressing up the contributions of local clergymen and business men is praiseworthy. We would not have run seven Christmas poems in two columns like you did on page 3, but would have tried to distribute them throughout the paper. Casts and plates can be sawed easily. We noted the column of compliments you received from other editors and subscribers to your paper, and you may add ours to the assortment. You surely have a fine paper.

DAUPHIN (Manitoba) PROGRESS—Edward Holmes, editor and publisher; W.; pop. 3,890; circ. 1,180; $2—Your special Christmas edition no doubt departs from your customary typography, but if it is an indication of what you do regularly, you are to be complimented on your neat paper produced with a modest equipment. We would use one or two of the three-line, 18-point cap and lower case headlines on the front page. Placing the ads at random does not seem to injure the good appearance of your inner pages. You have lots of correspondence and it is handled well. You ought to put the name of the town and the province on the front page. We had to cut open the paper to find out where your good sheet came from.

MARYSVILLE (Cal.) DEMOCRAT—A. W. Gluckman, publisher, D.; pop. 5,460; circ. 2,140; $6—Front page is well arranged but black-looking, due to an over supply of 22-point cap heads. In fact, your whole paper wears a mourning garb of excessively heavy headlines. At any rate, don't run heads of the same size type in adjacent columns. Your Information Department, right beside the classified ads, is a nice bit of business.

BARNESVILLE (O.) WHETSTONE—W. E. Buchanan, editor and publisher; W.; pop. 4,870; $2—Front page looks "spotty" because of the large number of short items with headlines. Suggest using a couple of two-column headlines in each upper corner to distinguish the main stories from relatively unimportant items. A few boxes in the lower half of the page might help also. We would not use such large headlines over the editorials. Use pyramid style of ad make-up for all the pages if possible.

RED WING (Minn.) DAILY EAGLE—N. P. Olson, editor; D.; pop. 8,650; circ. 1,800; $5—Good looking front page, though a little heavy. We would use more of the 10 and 12-point cap headlines instead of the 18-pointers. Inside pages well arranged except for the editorial page, on which we would put a plate feature or two. Your idea of running local editorials on the back page is commendable for its originality and effectiveness. Have more stories like that headed by "Barbers Drop Razors and Shears for Knife and Fork This Evening."

FAIRPORT (N. Y.) HERALD—Floyd B. Miner, publisher; W.; pop. 4,650; circ. 1,620; $1.50—Front page would be greatly improved if separate stories were made from the local items, and the standing head "Local News and Personal Items" shifted to one of the inner pages. You seem to be short of local stories, outside of the items, all through your paper. It is a good plan to have a local editorial or two each week too. Plenty of classified ads indicates you are alive to the highly remunerative possibilities of this class of business. The fancy box enclosing "Penfield" should be replaced by a plain 2-point rule box.

WESTPORT (Conn.) STANDARD—John D. Lawson, editor; Tri-W.; pop. 5,120; $3—Your magazine-newspaper cannot be judged by ordinary newspaper typographical standards, but it's a good job anyway. You procure remarkably good looking pages with very simple methods and an economy of effort. We like your drawn standing heads, your local features and home-made "colyums" of various sorts. Of course you've got lots of home literary and artistic talent so you can do those things without it costing you a fortune.

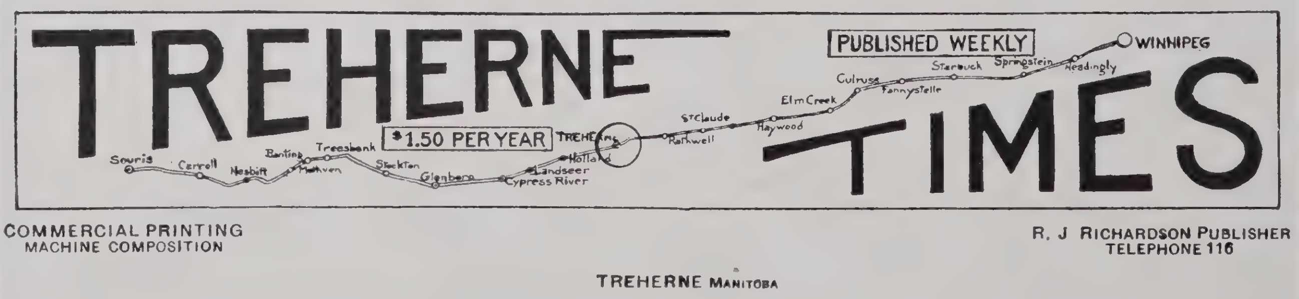
HALIFAX (N. S.) MORNING CHRONICLE—Chronicle Publishing Co., publisher; W.; pop. 58,500; circ. 10,200; $6—Special New Year's editions offer great opoprtunities for enterprising methods of news and advertising display. Your first edition of 1924 shows you are awake to the occasion. We went through the forty pages very carefully and we couldn't find a thing to kick about. We found lots of good things however. Among them are tasteful use of boxes, features written by home town people, good pictures, and a goodly percentage of advertising.

PORTLAND (Ore.) MORNING OREGONIAN—Edgar B. Piper, editor; W.; pop. 258,300; circ. 89,000; $8—Your New Year's Edition incorporates some of the finest pictorial sections we have ever seen. Two-color work throughout, shows an earnest desire to give the best paper possible, without a thought of skimping. And the art work can't be beat. You certainly wished us a Happy New Year by sending us this progress edition, for we are never happier than when conning a well-made newspaper.

GROVE CITY (Kan.) REPUBLICAN-GAZETTE—A. K. Trimmer, editor and owner; w.; pop. 140; circ. 650; $2—The front page make-up of your issues of January 3 and 10 is much better looking than that in your issue of December 6. Good printing improves the appearance of your paper greatly. Your editorial page is good on the whole, but we would include one or two of the "milder" mat features in future issues. Use larger heads on the back page. Insert a running title, date and page number on the inner pages.

HOBART (Ind.) NEWS—O. L. Pattee, editor and publisher; W.; pop. 3,450; circ. 1,240; $2—Your front page indicates your desire for typo-

(TURN TO PAGE 40)



TREHERNE TIMES
PUBLISHED WEEKLY
$1.50 PER YEAR

WINNIPEG
Headingly
Springstein
Starbuck
Fannystelle
Culruss
Elm Creek
Haywood
St Claude
Rathwell
TREHERNE
Holland
Landseer
Cypress River
Glenboro
Stockton
Treesbank
Methven
Bunting
Nesbitt
Carroll
Souris

COMMERCIAL PRINTING
MACHINE COMPOSITION

R. J RICHARDSON PUBLISHER
TELEPHONE 116

TREHERNE MANITOBA

THE TREHERNE TIMES HAS A LETTERHEAD THAT TALKS AND MAKES 'EM LISTEN

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

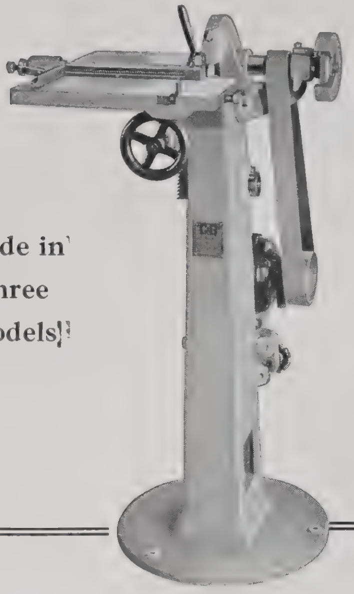
Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.



Made in Three Models!

Model No. 2
Pat. July 31, 1923

A Good Executive Must Have Highly Efficient Machines

THE test of a good newspaper composing room executive is whether or not the work progresses rapidly, smoothly and on the minute. His work is largely increased if each machine of every kind does not perform with the same speed and certainty that the hand compositors do.

The composing room saw may seem a somewhat unimportant part of the equipment, and yet if it has not certain requisites, it can delay and hinder the progress of the work. Sometimes there is actually a waiting line of compositors around the saw. This is a positive waste — it wastes the most important thing in a composing room — time. In such a case the remedy is either to buy more saws or hire more men. There is a much simpler remedy — buying the saw that is fast, safe and sure.

C&G TRIMMITER

Even if its cost were higher, it would be good business economy to buy it—but the cost is not higher—it is lower—lower than any other saw on the market, regardless of usefulness.

Specification Sheets, prices, etc., will be mailed to any printer or publisher on request.

Cheshire & Greenfield Mfg. Co.
538 S. Dearborn St., Chicago, Ill.

MONTHLY DEPARTMENT OF NEWSPAPER CRITIKISMS

(CONTINUED FROM PAGE 38)

graphical effectiveness, but it seems to us that you over-do it a little. The make-up is all right, but there are too many different faces of type for headlines. Try following the same general plan of arrangement in the future, using a less variegated selection of head type. Your method of handling state news is commendable for its brevity. We would saw off the headlines for some of the plate features and set them in type to conform with the local news headlines.

SUMNER (Wash.) AMERICAN STANDARD—Corydon Garrett, editor and publisher; W.; pop. 1,500; circ. 600; $2—You can't mistake the Christmas spirit emanating from your issue of December 14—what with red and green inking all through the 20 pages! Typographically, the issue is striking too, and we can't argue with you over editorial or advertising set-up.

STATE COLLEGE (Pa.) TIMES—A. J. Zimmerman, editor; W.; pop. 2,405; $1.50—Your front page is ideal. Inking is a little faint in copy submitted for criticism—probably you haven't become accustomed to the new Model A Duplex press. Date your inside pages. Advertising typography uniformly excellent. It would be a fine thing if every weekly newspaper could use the good paper stock that you do.

LAKEVIEW (Mich.) ENTERPRISE—F. E. Moore and Thomas Burns, editors; W.; pop. 886; circ. 1,150; $1.50—There is a chummy atmosphere about The Enterprise that immediately puts us on good terms with it. Front page is well-planned, and even though it is laid out in the familiar metropolitan style, the local angles to the stories and the "human" touch in the headlines inform one at once that it is a community paper. Boxes and cuts help to illuminate the front page. Your inside pages are equally good typographically. Correspondence is disposed of in ship-shape style, and the headlines over small local stories are a relief from the omnipresent "Locals and Personals" columns in 90 per-cent of country weeklies. Your presswork is poor, showing careless make-ready and greasy, uneven inking. A better grade of ink would help immensely. Glad to see you making a firm stand for paid-in advance subscriptions. But we are sorry to note an absence of an editorial page. We couldn't find the publisher's "flag" either.

BATTLE CREEK (Mich.) ENQUIRER and EVENING NEWS—A. L. Miller, editor; D.; pop. 50,000; circ. 11,880; $10.40—What should a special review, expansion, jubilee and community building or an annual edition contain? And how should the matter be handled so that it will appear well to the readers? Our questions are answered by paging through the Thirteen Annual Civic, Industrial, and Historical Review edition of your paper. We can't understand how the busy person that Mr. Miller is—what with his many journalistic positions—can find time for the thought and planning which is so evident in this New Year's edition of The Enquirer and Evening News.

BEACH (N. D.) ADVANCE—Walter F. Cushing, manager; W.; pop. 1,025; circ. 1,000; $2—Nothing wrong with your front page, it is very readable, due to attractive placement of headlines and the insertion of a political cartoon. Correspondence on inner pages would appear better if headed with plain 2-point line boxes enclosing the name of the town and the correspondent. Asterisk boxes always look shoddy to us. You might leave more space between the items, your columns appear crowded. Editorial page O. K. Advertising typography is fine, but you seem to have very few ads considering the monopoly you have in the field.

COLUMBIANA (O.) LEDGER—J. C. Jolly, editor and publisher; W.; pop. 2.120; circ. 2,500; $1.50—You have an amazingly large amount of advertising for a four-page paper, but to the detriment of the paper as a whole. The very meagre space on the front page given to news must necessarily be restricted to community briefs. There is no room for editorials, features a cartoon or any of the other things which help to make a real newspaper. Our main advice is to increase the size of The Ledger to six or eight pages. "Write-ups" for advertisers are altogether too abundant, considering the scarcity of perfectly good news space. You might improve the looks of the front page by using headlines slightly larger than the 8 point caps now in use. Inking is weak in the specimen received. Judging from your large circulation, small size and poor presswork, we surmise that you need a new press with greater capacity.

ANNIVERSARIES, 25 YEARS AND OVER

Red Bluff (Calif.) News—50th, Dec. 7.
Forsyth (Ga.) Monroe Advertiser—70th.
Toccoa (Ga.) Record—50th, Dec. 27.
Jesup (Ga.) Sentinel—56th, New Years day.
Denison (Ia.) Bulletin—50th, Nov. 28th.
Rockland (Me.) Courier-Gazette—78th, Dec. 29.
Owatonna (Minn.) Journal-Chronicle—63rd, Jan. 4.
Sidney (Neb.) Telegraph—50th, Dec. 7.
Burton (O.) Leader—49th, Dec. 18.
St. Helena (Ore.) Mist—43rd birthday celebrated with new $12,000 building; S. C. Morton.
De Smet (S. D.) News—45th, Jan. 4.
Racine (Wis.) Journal-News—F. W. Starbuck; 50th, Jan. 3.
Richland Center (Wis.) Republican-Observer—69th, Jan. 1.

IN MEMORIAM

John F. Cramer, Milwaukee, Wis., co-founder of ready-print business, vice-president Western Newspaper Union, 82; Jan. 4, 1924.

Charles Bloomfield Edgar, Dec. 31, 1923, St. Joseph, Mo., at 73; former owner St. Joseph News, Lincoln (Neb.) Star, and Oklahoma City (Okla.) Times; brother of Wililam C. Edgar, owner of Northwestern Miller, who is retiring from business.

◆

Ayres—Shows 195 fewer publications in America in 1923 than in 1922, a net decrease since 1917 of 2,705. This includes all second-class mail publications. The largest "loss" is in weeklies. Of the 22,163 publications listed in the 1924 directory, 1,124 are new.

Learning—Indianapolis Water Co., Indianapolis, Ind., has a virtual monopoly in its line in that large city, but is now starting a large-space newspaper campaign to sell its organization, service and product. It is no flash in the pan, either. The ads start with educational matter directed to school children, and the school board is co-operating to carry the work into the class rooms.

A Real Business Builder for the Job Printer

THE LUDLOW System of composition, when installed in your job plant, will become a business builder. It will supply you quickly and at reasonable cost with all that great mass of composition that can most effectively and most economically be set by hand.

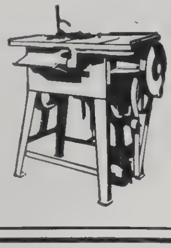
With the Ludlow, all costs are known costs—there is absolutely no need for guess work in estimating. There are no hangovers like distribution of dead forms, to charge against overhead.

You know that you can give your customer his job in the attractive Ludlow faces agreed upon, for with the Ludlow there is always an abundance of type for every job.

You can assure your customer of a high quality job, because every Ludlow line is set in sharp, clear-cut new type on slugs—there can be no worn, battered or broken letters to print from.

You can deliver proofs when promised, because all Ludlow time is straight-away, productive time—there is no time wasted in hunting sorts, turning letters, or pulling from live forms. You can build and maintain a reputation for speedy delivery of finished jobs, because Ludlow quality slug composition saves time in make up, and speeds press work by reducing make-ready time.

When your plant is Ludlow-equipped, your capacity for handling composition is unlimited, your facilities for giving service are unexcelled, and your power for earning profits is multiplied.



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

New York Office: 606 World Building
San Francisco Office: 303 Hearst Building

COMPOSED ENTIRELY ON THE LUDLOW IN THE CASLON FAMILY

WOOD AND STEEL FURNITURE FOR PRINTERS

INCLUDING

CUT-COST EQUIPMENTS

Made by THE HAMILTON MANUFACTURING COMPANY

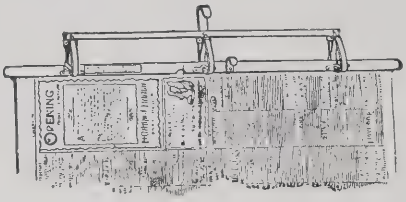
CARRIED IN STOCK AT ALL OUR SELLING HOUSES FOR PROMPT SERVICE

AMERICAN TYPE FOUNDERS COMPANY

A NEWSPAPER
FILE *or* BINDER

that costs only half the price of others not as useful

Notice the hollow brass sleeves that are slipped over the three pins.



Lay the newspaper to be filed face down on the point of these three pins and close the file. It thus perforates the newspaper by pushing it down over the sleeves and then automatically squeezes the paper tightly, making an ideal and pleasant binder to handle.

Then when the volume is complete open the binder and bend the sleeves, the upper portion of which are split, down to the right and left. This binds or clinches the volume of newspapers tightly and the volume is ready for removal by simply lifting it with the sleeves intact from the pins. Replace three more sleeves on the pins and the binder is ready for another volume.

All steel construction, beautifully lacquered and will last until time is no more.

PRICE—One file with 100 sleeves, enough to last a weekly paper thirty-three years, only...$3.00
Two files and 200 sleeves at one time....$5.75

We have 1,100 of these files in stock for immediate shipment. No more at this price.

May be returned if not entirely satisfactory.

EMPIRE TYPE FOUNDRY
DELEVAN, N. Y. BUFFALO, N. Y.

Association Elections

W. F. HILL

Kansas Press Association—President, W. F. Hill, Westmoreland Recorder; vice-president, J. C. Denious, Dodge City Globe; Treasurer, J. H. Barley, Washington Register. Executive committee: George Harman, Valley Falls Vindicator; C. R. Churchill, Olathe Register; Charles Beebe, Neodesha Sun; John Redmond, Burlington Republican; P. R. Barton, Herington Times; C. E. Mann, Osborne Farmer; W. Y. Morgan, Hutchinson News; John C. Mack, Newton Kansan. (Mr. Hill the new president, bought the Westmoreland Recorder thirty-five years ago. He is finishing his sixth year of service in the Kansas State Legislature. O. W. Little, Alma Enterprise, field secretary, will be re-elected by the executive committee, and it is hoped that he will accept another term, according to Wichita advices just received.)

Maine Newspaper Publishers' Association—President, F. B. Nichols, Bath Times; vice-president, L. B. Costello, Lewiston Sun; secretary, William H. Dow, Portland Evening Express; treasurer, W. B. Reed, Bangor News.

Northwest Missouri Press Association—President, B. J. Bless, Jr., Western Chronicle; first vice-president, Clarence Watkins, Chillicothe Constitution; second vice-president, F W. Mitchell, Excelsior Springs Standard; secretary, Beatrix Winn, Maryville Green and White Courier; treasurer, J. P. Tucker, Parkville Gazette.

Pacific Northwest Newspaper Publishers' Association—President, J. F. Young, Spokane (Wash.) Spokesman-Review; vice-president, A. G. Bixby, Seattle (Wash.) Times; Treasurer, S. R. Winch, Portland (Ore.) Journal; Secretary, Harvey J. Kelly of Spokane.

Chicago Newspaper Representatives' Assn.—President, H. W. King, Prudden, King & Prudden, Inc.; vice-president, A. J. Irvin, Kelly-Smith Co.; Treasurer, H. E. Scheerer; Secretary, Berry Stevens, Howland & Howland.

Saskatchewan Press Association—President, James Macdonald, Unity (Sask.) Courier; vice-president, H. T. Halliwell, Estevan (Sask.) Progress; secretary, S. J. Dornan, Alameda (Sask.) Despatch.

Massachusetts Press Association—President, Gardner E. Campbell, Wakefield Item; vice-president, Walter D. Allen, Brookline Chronicle; secretary, Carl F. Prescott; Weymouth Gazette; auditor, Ralph C. Metcalf, Belmont Citizen; treasurer, R. S. Osterhout, Hudson News; historian, Alex Starbuck, Waltham.

ASSOCIATION NOTES; CHANGES, ETC.

Associated Advertising Clubs of the World—New Washington bureau; Robert E. Hutchinson, manager.

Washington State Press Association—Chapin D. Foster, Grand View Herald, succeeds the late N. Russel Hill as president; was president in 1922; O. H. Woody, Okanogan Independent, becomes chairman executive committee.

◆

PRINTER-JOURNALIST ASSOCIATION DATES

February

Michigan Press Association, 8-9, Lansing.

Georgia Press Association, mid-winter meeting, Cairo.

Minnesota Editorial Association—15-16, Minneapolis.

Associated Ohio Dailies, 5-6, Columbus, O.

Buckeye Press Association, 7-8, Columbus, O.

Republican Editorial Association, mid-winter meeting, (postponed from Jan. 25) 8, Indianapolis.

Democratic Editorial Association, mid-winter meeting, 14, Indianapolis.

Inland Daily Press Association, 12-13, Chicago.

South Dakota Press Association, 14-15, Sioux Falls.

Pennsylvania Weekly, State Editorial and Associated Dailies Associations, Harrisburg, 11-12.

South Dakota Press Asociation, 14-15, Sioux Falls.

March

Washington Newspaper Institute, Washington University, Seattle, Wash., 13-15, with executive meeting Washington State Press Association.

May

National Editorial Association, convention and trip through Oklahoma and New Mexico begins May 18, Kansas City, Mo.

Minnesota Editors' Short Course, 8-10, University Farm, St. Paul, Minn.

June

Association of Newspaper Advertising Executives and Association of Newspaper Classified Advertising Managers, 9-12, Columbus, O.

Central States Circulation Managers' Association, 9, Louisville, Ky.

Texas Press Association, 17-19, Amarillo, Tex.

August

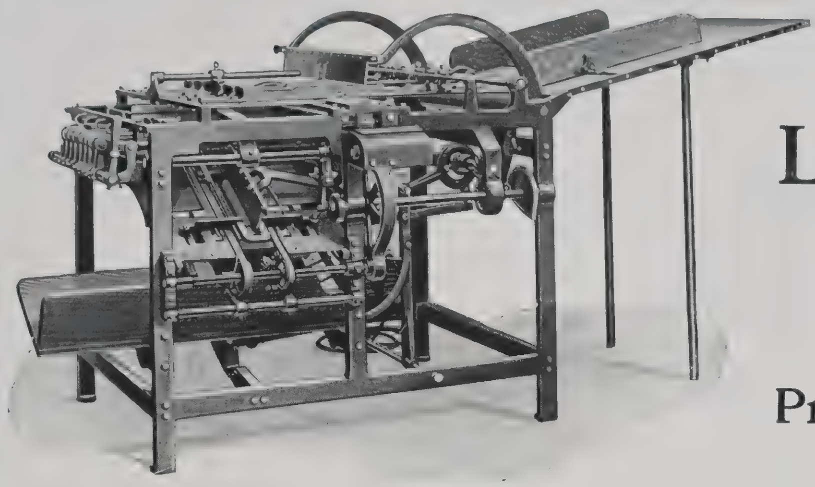
International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.

October

United Typothetae of America, 15-18, Chicago.

Texas Circulation Managers' Association, Dallas.

U. T. A. at Chicago—The 1924 annual will be held in the Windy City, Oct. 15-18. The invitation to meet in Milwaukee during the Craftsmen's convention and exposition in August could not be accepted, as the fiscal year of the U. T. A. closes constitutionally and could not be moved in time to have the necessary annual reports ready by August, nor could the election be held so early.



The LIBERTY

Range: 5½x6 to 22x32.

Angles, Parallels, or
Combinations of Both.

Prices, $510 to $990

Complete with Motor

Embodied in the Liberty is the combination that Printers looked forward to for years! A strictly high-grade, accurate Folder at a price that is unquestionably just. Your opportunity to increase your profits is here.

The simplicity of the Liberty enables you to turn your loss into profit, by simply making a small investment.

THE LIBERTY FOLDER COMPANY, Sidney, Ohio

Originators of SIMPLE FOLDERS

Agencies in all the Principal Cities

$1,000.00 A WEEK in Subscription Money

For

THE COURIER-WEDGE

Durand, Wisconsin

(Population 1,517)

With ONE automobile and various minor prizes, we averaged approximately $1,000 a week in subscriptions through a campaign just concluded for this newspaper.

And, what's more, after paying for the prizes and all other expenses incident to the campaign, including our commission, we left them with $3,000 NET CASH BALANCE IN THE BANK.

All this and more, too, according to the size of your field, can be accomplished through a rousing six and a half weeks' campaign, personally conducted by us on our "self-financing" plan.

For general outline of plan, list of recent successes, references, etc., write or wire.

THE LINER SERVICE COMPANY

(S. J. Liner and Associates)

919 Rush Street Chicago

"Clean Clever Campaigns"

SIMPLEX METAL FEEDER

$50.00 Net, Each

The neatest, simplest and most practical metal feeder ever devised

for any Linotype, Intertype or Elrod Machine

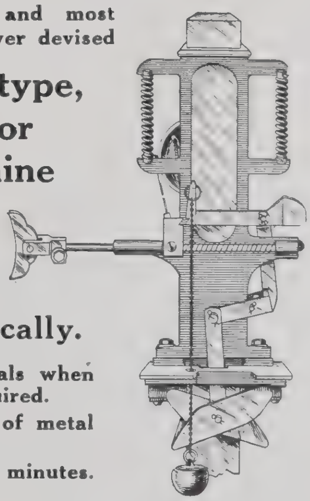
Gas or Electric Pot.

Works automatically.

An attached bell signals when more metal is required.

Covers entire opening of metal pot.

Can be installed in two minutes.



Simplex Metal Feeder Co., Inc.

27 Thames Street, New York City.

Send for descriptive circular.

PRINTS FROM
LINOTYPE
SLUGS

5000 ADDRESSES AN HOUR
with the
TYPADDRESSER

Prints 1-2- and 3 line addresses from ordinary linotype slugs. Prints on the margin of the paper in plain sight or on the wrapper. Operator can read slugs as they come down the galley—correcting lists as he works. Driven by 1-20th H. P. motor —costs less to operate than a 40 watt lamp.

Built strong for fast work. Will stand the rough usage of a newspaper plant. Any one can operate it. No delicate parts to wear out or require replacement.

The Typaddresser will solve your mailing problem. Mail this coupon today.

THE TYPADDRESSER CO.
City National Bank Building
OMAHA, NEBR.

THE TYPADDRESSER CO.
City National Bank Bldg.
Omaha, Nebr.

Please send me complete details on the Typaddresser.

NAME ....

City.............................. State..............................

"NPJ" Viziter : . John's Colyum

THIS column is intended to give a brief, useful picture of the trend of the times in the field of printing-journalism. News letters, bulletins, mail received by the editor, visits of salesmen and readers, trade announcements, and so on, furnish the bulk of the material. Contributions are always welcome, and are handled in conformity to the purpose of this department, as one of the services to readers of "NPJ."

Job Offices and Departments, Listen—The Postoffice department advises that registered letters for foreign mailing can be mailed in window envelopes only if the transparent panel is an integral part of the envelope. Open panels don't go. Window envelopes with panels not an integral part of them will be accepted for domestic registration but no losses will be paid in such mailing.

Advertising Salesmen!—There is good dope in the following, which I find in a new broadside of the Linograph people: "A Selling Point is just what the name implies * * * On the other hand, a Profitable Feature, while perhaps not so obvious, will earn and save money and pay a goodly dividend. The customer pays for one—the other pays the customer." Incidentally, the Linograph broadside features the low quad line, the alignment and the printing service of this composing machine's slugs.

Keeps Them Going—Over 600 Rouse Paper Lifts are now in use in printing shops, I read the other day. Users say it saves the feeder making long stops for lugging paper, keeping a supply always at hand and easily adding 1,000 sheets a day to press run.

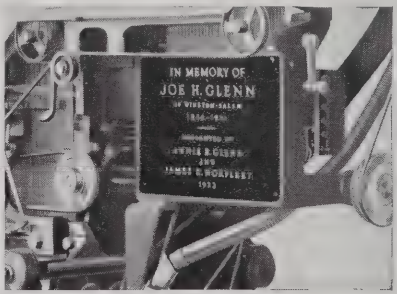
A Fascinating Test—The Samuel Bingham's Son Mfg. Co.'s 1924 calendar for 1924 is gratefully received. I have just learned of a test that was made in running the sheets for it, which will interest every journalist-printer. The October calendar sheet plate was sawed in half. The left half was run off on a cool day with new winter rollers. The right half was run on the same press under identical conditions, except with summer rollers. One look at the job indicates the importance of the use of proper rollers, let alone the item of cost of ink. The calendar is a fascinating example of how any advertising device can be made of real service to the recipient. It is full of practical working instructions. Better write for a copy—Chicago, or a branch house.

Prexy Wallace Odell—Of the N. E. A., and publisher of the Tarrytown (N. Y.) News, recently spent an hour with Prexy Coolidge of the U. S. A. at the White House. Good stuff. What about all the state press presidents calling on their governors to give the real printer-journalistic view on legislative matters? Every other industry and business does not less.

Odd-Size Blotters—A good lesson for printers and salesmen of job work is a 6¼x12 inch advertising blotter of the Standard Paper Manufacturing Co., Richmond, Va., just received. By the way, have you noticed how some of the big food manufacturers are using blotters instead of the orthodox "sampling folders?" Advertising matter going to housewives is often more welcome if it is a blotter—a scarce article in lots of homes.

Joseph W. Rose, New York Industrial Engineer—"Over 50 per cent of the responsibility for wastes can be placed at the door of management, less than 25 per cent at the door of labor, while the amount chargeable to outside contacts is least of all. * * * The scientific method of solving any problem is to break the problem to pieces and attack it piecemeal."—(Business.)

Unusual Honors — At least one Linotype wears a bronze tablet. What is more, it has reached this distinction, often reserved for the ancient and departed, in its earliest youth! A single keyboard 14 model was donated to the Children's Home at Winston-Salem, No. Car., by Annie B. Glenn and James K. Norfleet in memory of Joe H. Glenn, "Friends of all children." Charles A. Wood is superintendent of the home. A bronze tablet describing the gift, donors and occasion has just been affixed to the No. 14, a brand-new machine. The tablet is fitted just in front of the auxiliary reeds.



A MEMORIAL LINOTYPE

New Power Keyboard, Intertype—Announcement is received of the two-power keyboard side units, one unit carrying one magazine and the other, three. The side unit keyboard is arranged like the standard keyboard, with a rubber roll and cams to supply the power for releasing the matrices. The touch of the auxiliary keys is, therefore, exactly the same as on the main keyboard, the matrices respond instantly when the keys are pressed, and speed and accuracy of composition are increased. No extra motions are required to change from main to side magazine. The operator uses the latter exactly as though it were a part of the main keyboard. The new power keyboard side units, like other Intertype features, are standardized and applicable to outstanding standardized Intertypes. The single magazine power keyboard side unit can at any time be converted into a three magazine unit.

Lanston Men Meet—The Monotype District managers met recently at Philadelphia, Vice-President Harvey D. Best in the chair, to talk over 1924 and enjoy some fine entertainment. Every manager pledged himself to show an increase, all reporting signs for 1924 business being satisfactory.

(TURN TO PAGE 46)

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE
RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND
DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES
SAN FRANCISCO
PORTLAND
SPOKANE
MILWAUKEE
WINNIPEG

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Challenge Mach'y Co. Products
Lee Two-Revolution Press
Type, Borders & Ornaments
Metal Leads & Slugs
Brass Rule & Metal Furniture
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galleys, Brass and Steel
Run-Easy Tape Couplers

BLOW OUT the DUST With a Cadillac Portable Electric Blower

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago

An Opportunity for Printers

There is a field, as yet green, untouched, fertile, holding infinite profitable business possibilities for live, progressive printers.

This field, adapted to the printing industry, is described, its possibilities set forth in detail, in the February number of that "Fashion Plate of Printerdom,"

The Printing Art

The author is a student of printing and of business; he tells the truth as he sees it and offers definite, constructive suggestions for transforming latent possibilities into healthy bank accounts. For the sake of your future business welfare, at least read what this man says. Should you not agree with him, at least no harm will result.

There are many other articles of worth in this February number—so many that the forty cents it costs (45c in Canada) is hardly entitled to mention. 100 pages, size 9¼x12¼, many art illustrations and suggestions for daily use—some of them the very things you have vainly sought. Orders will be filled as received until the supply is exhausted.

Send stamps or coins to

The Printing Art
Dept. C
Cambridge, Massachusetts

The 1924 Edition of The American Newspaper Annual and Directory is ready for Delivery

The present volume contain all of the old features and some new ones. There are one hundred specially engraved Maps and three hundred and forty-nine lists of different classes of publications.

Gazetteer information has been recently revised. Populations are from the recent census.

The price is $15.00, carriage paid in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of the Mid-Year supplement free of charge.

Address the Publisher

N. W. AYER & SON
PHILADELPHIA PENNSYLVANIA

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 44)

Correction—In the January N-E-W-S department, "NPJ" announced that the Mareceline (Mo.) Herald had been purchased by Harry C. Webster, etc. We find that the informant was in error by omitting certain details. Mr. Webster has continuously owned the Herald since he established it in 1913. He was, however, compelled to leave because of illness, leasing the paper. He is now again in personal charge.

VANDERBILT SIGNS UP

Mr. Vanderbilt Signs Up—Here is a picture of Cornelius Vanderbilt, Jr., owner of Pacific Coast tabloid dailies (right) and W. B. Goode, widely known in that section among publishers and printers (left). Mr. Goode has just sold Mr. Vanderbilt a large order of Intertypes for the Illustrated Daily Herald at San Francisco. Previously the manager of the Pacific Coast Branch of the Intertype Corporation sold the same publisher for the Los Angeles Daily News. The Portland (Ore.) Telegram, Seattle (Wash.) Post-Intelligencer, the Seattle Star and the Tacoma (Wash.) News-Tribune are other recent customers of Mr. Goode, the total number of machines for these four being not less than 53. The Vanderbilt plants are using Intertypes exclusively.

Scraparium—"The modern aversion (in newspaper offices) of the term 'morgue' is justifiable. The old time morgue merited the name; the newer type is no longer cemeterial in association or in method. Its attendants are not working with the spirit of the sexton, but are keen in their anticipation of resurrection of useful material."—Lee A. White, editorial secretary, Detroit News.—(Editor and Publisher.)

David Turtle's Latest—This New York inventor, I learn, has secured patent on a new rule and lead cutter. His type gauges are enjoying good business. The new machine cuts leads up to 17½-in. in one strip and on one bed, and has a micrometer gauge in front.

It Was Mighty Good, Emery—Emery A. Odell, publisher Monroe (Wis.) Times got a 150-pound Swiss cheese at Christmas—they are like big round wheels, you know!—and sent out about 100 cuts. He got back a letter for every piece, with a variety of good cheer and sentiment.

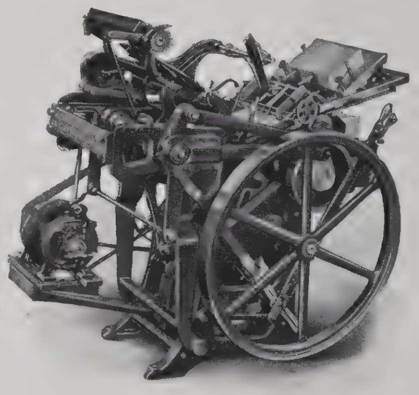
Install Ludlows—Lincoln (Ill.) Courier-Herald; Saratoga Springs (N. Y.) Saratogian, a daily which is expanding its job printing department; Orlando (Fla.) Sentinel; Viroqua (Wis.) Vernon County Censor.

Detroit News—"Goodness, how time flies. A new national society to fight censorship of literature and the press, and it is headed by none other than GEORGE CREEL!" (U. S. world-war-time press censor.)

Saw Sharpening Service—Theodore R. Foster, secretary of the Miller Saw-Trimmer Co., Pittsburgh, announces a guaranteed service.

Handy Memo Pad—For pocket or desk, by the Hampshire Paper Co., South Hadley Falls, Mass., of Anglo-Saxon Bond. Thank you.

Canadian Copyright—This subject is of vital importance to many of our printer readers, and also our advertisers. They will be interested to know that a mutual arrangement for protection in both Canada and U. S. has gone into effect with the present year. Each government guarantee's the other's citizens reciprocal protection.



KLYMAX FEEDER

Klymax Feeder — Here is an illustration of the feeder described in the January "NPJ," following a demonstration at one of the American Type Founders Co. branches. Announcement is received that the makers, the Humana Company, Newark, N. J., are now known as the Klymax Feeder Co. S. H. Plum, 2d, is president of the concern which makes a number of automatic printing devices.

Richmond (Va.) Printers' Association recently had a Klymax Feeder night, arranged by E. Craige Pelouze, local manager of the American Type Founders Co., with a Klymax in full operation amidst the magnificent surroundings of the Hotel Richmond. A feature was a "wedding cake," with a ribbon extending from it to each guest, with a capsule at the end containing a number. Harry Hughes drew a $25 credit order for a Klymax, and everyone got a slice of the cake.

A Request—Who knows of graduates of printing schools who have made striking successes in the business? I get plenty of matter on the subject of printing schools, their purposes, methods and equipment, but find it almost impossible to get the "experience stories" which, after all, are the stuff that does the real talking, both to the trade and to prospecive students.

"Cleanliness Is Next to Godliness"—The Central New York Press Association has reaffirmed a pledge to publish papers in no way unfit to enter the home.

(TURN TO PAGE 48)

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO	PHILADELPHIA	MINNEAPOLIS
BOSTON	ROCHESTER	DALLAS
KANSAS CITY	DETROIT	MILWAUKEE

CLEVELAND'S four big newspapers are leading factors in the lives of the Fifth City's citizens. Always standing for that which they believe best, these papers have played a most vital part in making Cleveland one of America's finest cities.

It is significant that Cleveland's big four should all see fit to depend upon the product and services of the Imperial Type Metal Company. Naturally we feel complimented on the reliance placed in

Imperial
METAL
LINOTYPE–MONOTYPE–INTERTYPE–STEREOTYPE

Imperial Type Metal Company
Philadelphia Cleveland Detroit

ENGRAVOGRAPHIA
Steel Die and Copper Plate Printing

Steel
and
Copper Plate
Engraving
and Printing
to the
Trade

Prompt Service

The American Embossing Co.,
192-96 Seneca Street
BUFFALO, N. Y.

SELF-FINANCING
CIRCULATION CAMPAIGNS

12 Campaigns
in Progress Now.

We must have a meritorious proposition to interest, simultaneously, twelve publishers every six weeks, year in and year out.

Now Booking for February

We have a few open dates in February. Write or wire for particulars and terms.

The
BRAYTON SYNDICATE
"Bulls Eye Campaigns"

223 Oxford Bldg·Wash·D·C
Suite 500·17 N·La Salle St·Chicago

Quality Electrotypes

How often have you heard the excuse, "It was printed from electrotypes?"

This excuse will be unnecessary if you order your electrotypes from specialists, for experience has taught the specialist just how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 46)

MILLER SAW TRIMMER FORCES HOLD ANNUAL SALES MEET IN PITTSBURGH

FORTY executives, branch managers and salesmen attended the annual sales convention of the Miller Saw Trimmer Co., at the factory in Pittsburgh, Pa., Dec. 27-29. Vice-President Paul C. Dunlevy welcomed the guests and Frank V. Barhydt, general sales manager, presided through the three days of conferences and demonstrations, the latter being conducted under the supervision of Walter H. Smith, second vice-president and A. W. Barrett.

The running of a large four-color process form on the Miller High-Speed Press produced 4,000 perfect copies in the average running time of 3725 impressions per hour. A demonstration was also given on the Miller Craftsman Unit, in which a non-stop run of 2400 impressions was made in 58 minutes. Following this demonstration, R. J. Frackleton, President of the Chandler & Price Company, Cleveland, gave a talk.

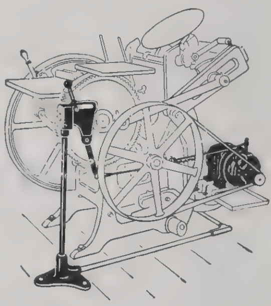
The annual banquet was given Saturday evening at the Hotel Schenley, with Vice President Dunlevy as toastmaster. President F. F. Nicola, Second Vice President Smith, General Sales Manager Barhydt and others gave talks. Other features were the singing by the Miller Male Chorus of fifteen voices under the leadership of Songmaster Hodgkinson, and the charming recitations by James P. Dunlevy of Akron, Ohio.

The banquet was also the occasion of presenting cash prizes to the winners in the Miller Sales and Intelligence Contest. Six prizes, in the total sum of $2100, were awarded as follows: First prize, John D. Babbage, Boston; second prize, W. W. Lacey, New York; third prize, D. J. Burns, Cleveland; fourth prize H. C. Baker, Dallas; fifth prize, H. G. Pond, Atlanta; sixth prize, C. C. Borthwick, San Francisco.

The programme showed the line of Miller products to now include the following: Miller Automatic Platen Press Feeder, Cylinder Press Feeder, Miller High Speed Press; four saw trimmers Accessories: Envelope attachment for 10x15 Miller Feeder; small card and sheet, 8x12 and 10x15 Miller feeder; die-cut envelope attachments for 10x15 and 12x18 Miller feeder; fly-wheel guards; Anyangl lighting fixture; Automatic gas burner; speed drive guard; variable speed drive; electrical equipment, vibrators and trip rollers, grippers and string fastener; center gripper; double-grip gauge pins; trimmer knife grinding attachment; motor brakes, bench saw cabinet, auxiliary feed gripper springs, C. & P. short, long and brayer fountain, C. & P. press brakes and Redington counters.

Press-O-Matic Unit

Kimble Electric Co., Chicago, announces this new equipment as a new development in job press control, and an improved descendant of the Kimble variable speed motors, on the market since 1905. The new unit comprises a substantial base on which is mounted a lever with a quadrant and dial, and a push button switch. The unit gives a speed range of 4 to 1—that is, from 450 to 1800 r.p.m.—and there are no steps in the control so that any desired intermediate speed may be had. The speed is re-regulated by shifting the brushes in the commutator of the motor. This regulates the energy permitted to enter the motor, and the power not actually required to drive the press at the required speed is left in the line and does not register in the meter. This results in a saving of power. The regulator is free from current carrying contactors and other troublesome maintenance and there are no windings of any kind to burn out and give trouble. The push button switch for starting and stopping is arranged conveniently for the operator and permits the press to be started and stopped without interfering with the setting of the speed control lever. Consequently, after stopping in the middle of a run, it is easy to start again and pick up the previous operating speed. This apparently is advantageous in close register work.



PRESS-O-MATIC UNIT

Ink Equalizer—An interesting announcement is at hand from C. F. Weldon, Delavan, Wis., pertaining to Weldon's Automatic Reciprocating Printing Ink Equalizer. Points set forth include keeping the ink stirred, improved distribution and cleanliness, and reduction of spoilage to the very minimum.

A Fine Tribute—When Carroll Harris recently left the Monotype offices at Philadelphia for San Francisco, to join the Monotype Composition Co. on the coast, his fellow workers presented him with a fine wrist-watch, Mrs. Harris with a pearl necklace and Baby Harris with a ring. H. P. Richardson, succeeding as assistant to the Monotype sales manager, is a West Pointer with broad business training.

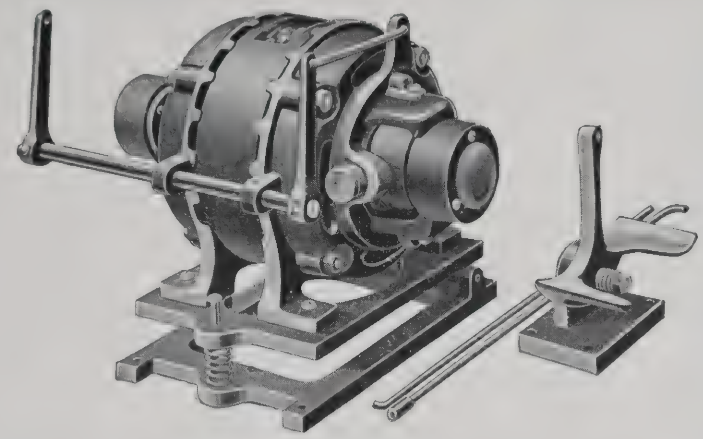
Julian S. Mason, Managing Editor, New York Tribune—"I am not afraid of using small town stunts on a metropolitan newspaper provided they are good."

Faith vs. Fear—If we could count the cost of business that salesmen miss because they take too many objections for granted, because they quit just at the top of the hill, we would be astonished.—Sales Management.

Lawyers' Briefs—Answering an inquiry: Have a definite understanding as to payment for the work with the man who orders it, in every instance. In some states the law provides that the loser in a litigation must pay for printed briefs. In others, not. A recent decision refused to tax the cost on the litigants. Watch your step.

What 'Say, Fellows?—A man named Delcevare King, Massachusetts, offered a prize for the best name for one who drinks liquor made or obtained illegally. The winning term is SCOFFLAW. I venture to predict that HOOCHHOUND, while a vagrant, prizeless word, will continue to retain the popular imagination—except maybe in Scofflaw's home state, none other than good old aristocratic Mass. herself.

(TURN TO PAGE 50)



Ten Years of Success

When you get tired of experimenting with Variable Speed Alternating Current Motors on your Job Presses, just install a

Warner New Type Ball Bearing Variable Speed Motor

Starts, Stops, Increases Speed by operating foot lever.

Day after day we are receiving letters from customers telling us how well satisfied they are with the Warner.

We know just what the Motor will do, but the main thing is to let you know.

We are so confident that the Warner will give you such good satisfaction that we are willing to send any responsible party a Warner and let him use it 30 days.

You can either pay for it at the end of that time or else send the Motor Back to us.

Isn't that a fair proposition?

Price, 1-4 H.P., $75; 1-3 H.P., $80; 1-2 H.P., $90.
F. O. B. Kalamazoo.
110 Volts 25-30-60 Cycles.

WARNER MOTOR MANUFACTURING CO.
410-412 East Ransom Street, KALAMAZOO, MICH.

TRADE MARK
MAXITYPE DRY MATS
REG. U. S. PAT. OFF.
[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U. S. PAT. OFF.
[For All Other Standard Boxes]

"ASK US FOR SAMPLES"

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
21 William Street New York

Wilkes
TYPE METALS

WILKES TYPE METALS

WERE THE CHOICE of hundreds of highest grade printers during 1923. The list of users of Wilkes Metals looks like the blue book of the printing trades.

Unequaled Purity, Uniformity and Low Working Temperatures have caused substantial reductions in metal charges with corresponding betterment of results. Send for Wilkes Type Primer and learn all the reasons why.

Cast Quality Face, Body and Plates.

METALS REFINING COMPANY
Convenient Warehouses
Quick Deliveries
HAMMOND, IND.

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery.

485 BROADWAY, MILWAUKEE, WISCONSIN

16⅔ Cents Per Issue
Only $2 a Year
(In U. S. and Canada)

National Printer-Journalist

129-135 Michigan St. Milwaukee

Why "Pig" Metal?

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
1603 8th St. S. E., Minneapolis

A New
Editorial Service

Cartoons—Comics—News Pictures—
Editorials, Etc. All in Mat Form—
For Weekly Newspapers—
Write for Sample.

NATION-WIDE SERVICE
614 Park Bldg. Cleveland, Ohio

Cline-Westinghouse
Interchangeable
Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE
Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 48)

LUDLOW REPRESENTATIVES BRING HOME GOOD REPORTS FROM PRINTER-JOURNALISTS

AT THE annual sales conventions of the Ludlow Typograph Co., Chicago, it was revealed that additional property has been purchased at the north of the present plant for an addition to the factory. The meeting was conducted in two groups, one week apart, to facilitate the thorough study and plan work outlined for it. The representatives reported uniformly prospects for a good year in the newspaper and printing field, no section of the country being excepted. A thorough study was made of the different advantages of the Ludlow System for newspaper plants, job shops and specialty houses.

"When a newspaper becomes Ludlow equipped, it immediately takes on added attractiveness," declared speakers at the meetings. "Its display lines are clear and sharp because it is always printed from clear-cut new faces, and as a result it gains in reader interest and advertising value.

"The job shop equipped with the Ludlow System is prepared for bigger and better business because it has at command at all times an abundance of new Ludlow faces for every job, and without the necessity of maintaining an elaborate storage system.

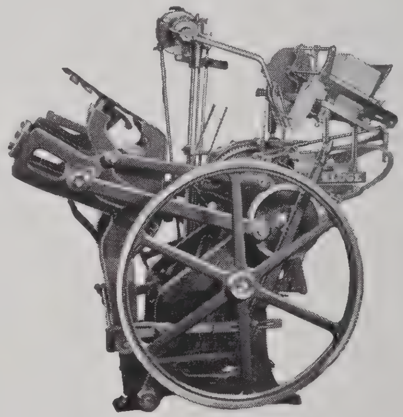
"For specialty houses such as paper box, label, and tag concerns, and envelope houses, the Ludlow ends type troubles. Savings are made on electrotyping bills, in many instances, owing to the ease in setting multiple forms by simply re-casting."

Instances were cited in paper box plants where italics, because of the breakage of kerns, could not be used; but now these plants are using Ludlow unbreakable italic. Another benefit for the Ludlow-equipped specialty plant, brought out in the discussion, is that forms used from time to time may be kept standing without causing a shortage of type for the work in hand.

One of the features on the convention program was an inspection trip through the factory. The plant now occupies a floor space of 50,000 square feet.

Cutter Is Handy—Saw a demonstration of the Challenge paper cutters recently—Diamond and Advance. The Diamond Power Cutter has a triple-split back gauge which took my eye. Two piles of books were trimmed at top and bottom while another pile was being trimmed at the front side, all at the same time.

Kluge Feeder — Walter Stoddard said the other day, when calling on the scrivenoter of this section, that the job press feeder he is selling is the "suction feed and striking delivery self-feeding device on the market and just about human in its operation. The range of stock handled is limited only to the size form that can be locked in the chase," he continued, "from smallest card to sheets overhanging the platen by 1 or 2 inches — as for instance, binding margin projections on forms. It will feed all commercial envelopes, die cut or closed, without extra attachments. The stock magazine is unusually large for platen presses, and from 3 to 5 reams of paper can be handled at one loading." Mr. Stoddard showed the wide variety of stock and weights that the feeder handles. The makers are Brandtjen & Kluge, Inc., St. Paul, Minn.



THE KLUGE FEEDER

It's the Truth—"I believe that printing is not susceptible to price fluctuation any more than coffee or butter. If men need printing they will pay the price. Price cutting is not a corrective of bad business. If you reduce your price tomorrow ten or fifteen per cent less than your cost of production, I don't believe that a traffic cop would be necessary to handle the crowd."—(Selected.)

This Way to Heaven?—The Northwood (Ia.) Anchor: "The Marble Rock Journal kindly offered the school superintendent space for school notes. The supt. accepted, "provided the paper would pay for the time and any expense involved." Now if the ministers will ask pay for supplying church news, we can see that our Marble Rock friend is going to be entirely happy."

Thank You, Heartily—I was so profusely remembered with greeting cards during the holidays that I hardly know how to express my appreciation. I am saving them, and some time hope to write up an analysis of them, from the standpoint of a printer—an "experience and how-to-do-it" story for use next fall. —JOHN MEYER.

◆

SHOULD YOUNG GIRLS SELL OR CARRY NEWSPAPERS?

FRED I. COOK, *Circulation Manager, Scranton (Pa.) Republican* —"Yes and No. In the small town or suburb where a little girl can carry without being subjected to the insults and temptations their sex would draw in the slums from unscrupulous beasts, and when the pennies they earn are needed by a widowed mother to keep the little flock and home together, I say without hesitancy, girls should be permitted to sell and carry newspapers."

N. P. J. Classified Advertisements

Address all Communications to NATIONAL PRINTER-JOURNALIST, Classified Dept., 129-135 Michigan Street, MILWAUKEE, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

FOR SALE—Goss Comet flat-bed web newspaper press, printing papers of six, seven or eight columns wide and 22-in. long. New in 1920 and practically good as new now. Will run papers from web at 3500 per hour, using flat forms without stereotyping. For sale because of installing a larger press. For details address Baker Sales Co., 200 Fifth Ave., New York.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WANTED—HELP

Salesman calling on printing plants and newspapers to sell Howard Type-High Planers. These machines reduce make-ready costs, speed up production and improve printing. Reasonable sales prices, liberal commission, exclusive territory. White Mfg. Co. Goshen, Ind.

Salesmen calling on printing trade can easily add to their income selling our nationally advertised and guaranteed type cleaner (PHENOID INSTANTANEOUS). Liberal Commission. Chalmers Chemical Co., 123 Chestnut St., Newark, N. J.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

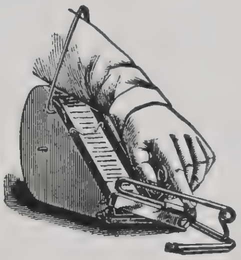
Is Half a Loaf Good Enough for You?

TRUSTING to ordinary "paper jobber" sources of supply for envelopes may result in a service that's "better than none"—but is the half-loaf of narrow selection and long delays a fair proposition to yourself and your customer?

Contrast with this the *complete* service of Western States—ready with a stock of ten million envelopes in 585 styles, for instant shipment! Scores of particular types such as Baronials, Bankers', etc., usually rated as "special" or "made to order," are regular stock here.

Let our free descriptive Price List No. 26 point your way out of the half-loaf limitations of envelope buying.

W-Notched Under Flap Reg. U.S. Trade Mark
We Protect the Trade
Western States Envelope Co. Milwaukee Wisconsin
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers



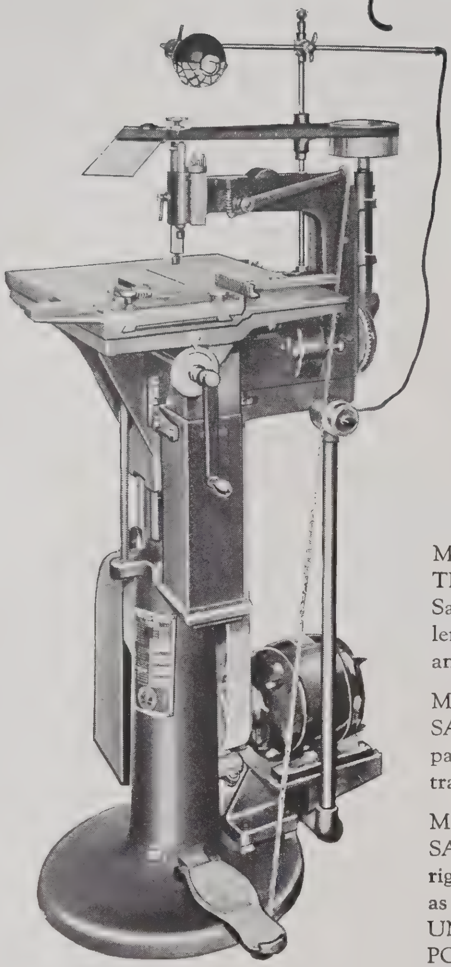
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST BUFFALO, N. Y.

Miller Saw-Trimmer



ASK ANY one of the 7,000 owners of MILLER SAW-TRIMMERS if the MILLER has proved a profitable investment in his plant. Without exception the answer will be that it "pays its way every day," not only in the time saved over hand methods of trimming, mortising, mitering, beveling, routing, etc., but also by insuring perfect set-up, make-up and lock-up, creating a vast saving in make-ready, relief from "springy" forms, inaccurate register, work-ups and other causes of retarded production. MILLER SAW-TRIMMERS are furnished in three models:

MILLER UNIVERSAL SAW-TRIMMER with Router and Jig-Saw Attachment, (illustrated at left), for general composing room and printing house use.

MILLER SPECIAL PURPOSE SAW-TRIMMER for large newspaper offices and for linotype trade composition plants.

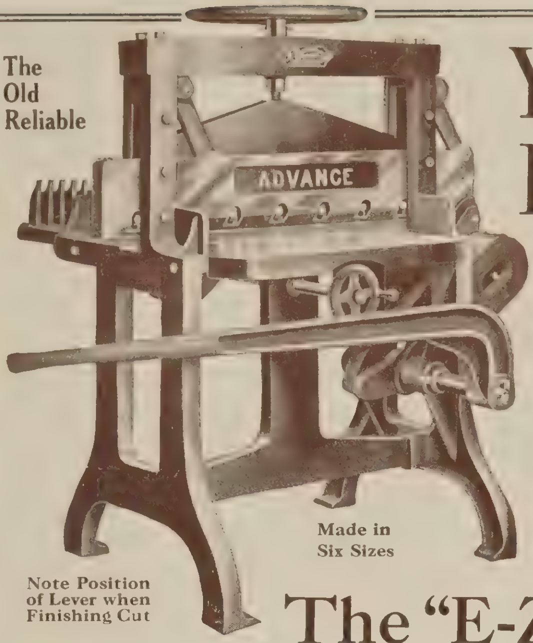
MILLER PRINTER'S BENCH SAW-TRIMMER (illustrated at right), for smaller offices and also as a portable auxiliary to the UNIVERSAL or SPECIAL PURPOSE in larger offices.

Whether you contemplate purchase now or later, you should send for our catalogue which comprehensively illustrates and describes the numerous ways a MILLER SAW-TRIMMER will save time, labor and money in your plant. You should also learn how easy it is to install a MILLER—how you can pay for it out of its own savings. Drop us a line today for full particulars.

The Miller Saw-Trimmer Co.

2 to 24 Penn Ave. **Pittsburgh, U.S.A.** Point Building

ATLANTA BOSTON CHICAGO DALLAS DETROIT
LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO
MILLER & RICHARD, Toronto-Winnipeg LANSTON MONOTYPE CORP., Ltd., London



You Take No Chance In Buying an Advance

In the lead for over 30 years

Made is Six Sizes, from the 16 and 19 inch Pony with or without Iron Stand, to the sturdy 23¼, 26¼, 30 and 33 inch sizes as illustrated at left.

Powerful compound leverage; extra long, quickly adjusted interlocking back gauge; adjustable gibs in side frames; side gauges on both sides, both front and back; half-inch cutting stick with facilities for easy removal, are only a few features of the ADVANCE.

The "E-Z" Cutter

Advance Pony Cutters are thoroughly practical small cutters and do accurate and rapid work. Hundreds of printers use them for their small jobs to release the larger cutter for heavy, large work. They are also used in the supply departments of Railroads, Insurance Companies, Banks, Photo Finishers, Public Service Corporations, etc.

SOLD AND GUARANTEED BY ALL SUPPLY DEALERS

Challenge Proof Presses

The "Old Favorite"
Made in two styles and three sizes, from 9x27 to 16½x35 inches Write for Prices
With or without Stand

A good proof is easily read and makes a good impression.

Challenge Proof Presses are built to take good proofs and give the best possible service.

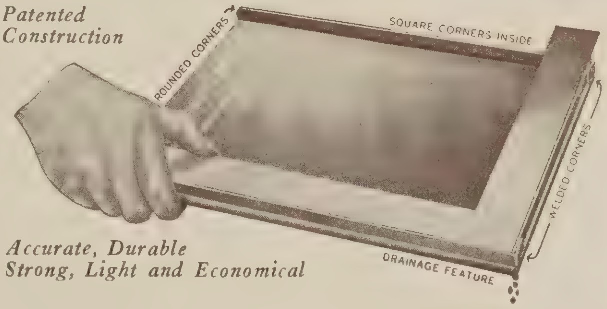
The roller is extra heavy and makes only one revolution from end to end of bed. It is covered with the finest felt blanket. A Brayer Handle and Core is furnished with each press.

The Presses without stand are made to fasten on any convenient stand or table. Those with stand have a substantial iron frame, and directly beneath the bed is a convenient cabinet with door. Near the bottom is a large shelf for proof paper.

SOLD BY ALL DEALERS IN PRINTERS' SUPPLIES

Challenge Pressed Steel Galleys

Patented Construction



Accurate, Durable Strong, Light and Economical

The Single-Piece All-Purpose Galley

Challenge Pressed Steel Galleys are made in all standard job, news and mailing sizes, including 13 ems plus one point and 26½ ems plus 2 points—for newspaper work. These latter sizes can be furnished with Challenge Removable and Non-Removable Galley Locks. Special size Galleys made to order promptly.

SEND FOR CIRCULAR, LIST OF SIZES AND PRICES

THE CHALLENGE MACHINERY CO.

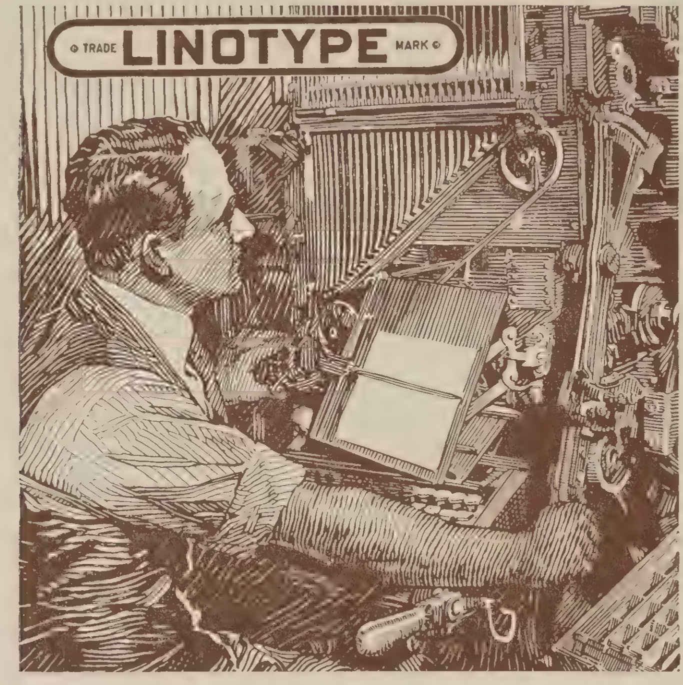
Challenge Creations for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
220 W. 19th Street

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION



Multiple Distribution

Multiple Distribution — the assembling of matrices from two or more magazines in the same line and their automatic distribution to their proper magazines— is a Linotype development.

In work requiring the mixing of several faces in one line, multiple distribution is essential. In many other kinds of work it is a decided economy.

Multiple Distribution is only one of the many advantages that have been given to the printing world through the initiative of Linotype engineers.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

SOME *of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:*

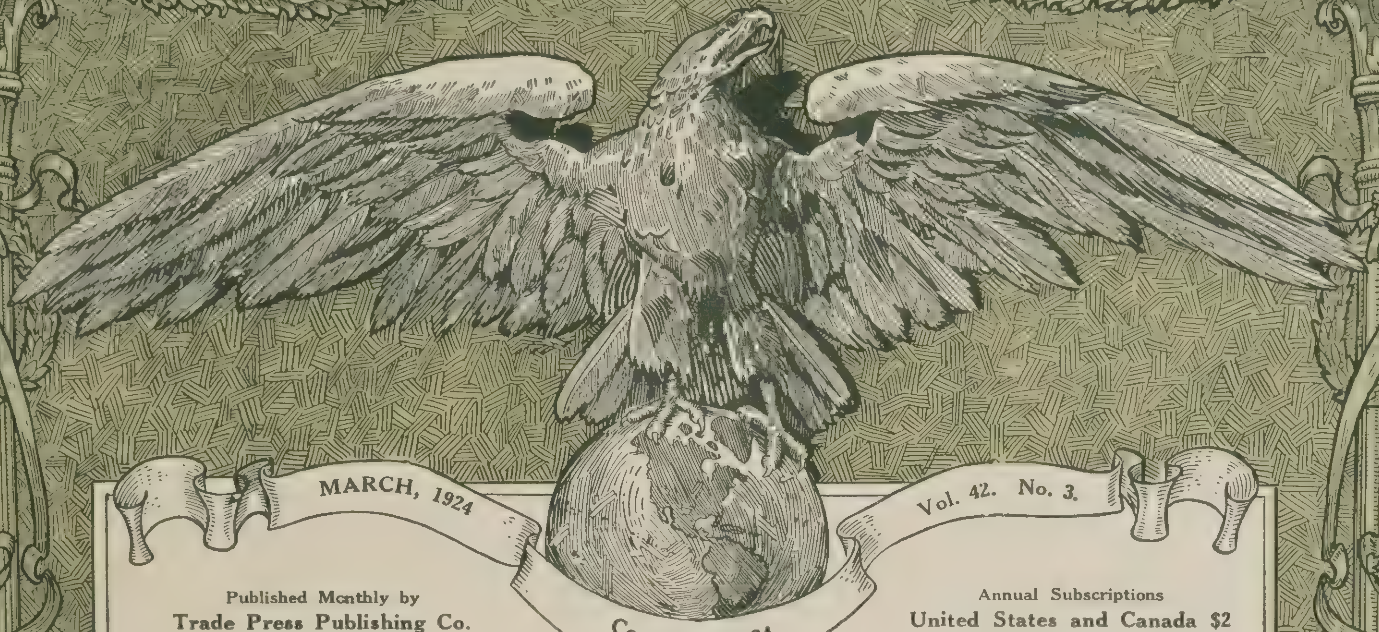
- The Circulating Matrix
- The Slug (Complete Line of Type)
- The Spaceband
- The Power-Driven Keyboard
- The Two-Letter Matrix
- The Quick-Change Magazine
- The Auxiliary Magazine
- The Split Magazine
- The Front Removal of Magazines
- The Multiple-Magazine Machine
- The Seventy-two Channel Magazine
- The Display Machine
- The Text-and-Display Machine
- The Multiple Distributor
- The Two-Pitch Distributor Screw
- The Universal Mold
- The Four-Mold Disk
- The Recessed Mold
- The Automatic Font Distinguisher
- The Universal Knife Block
- The Universal Ejector
- The Sorts Stacker and Multiple Sorts Stacker
- The Forty-two-Pica Measure Machine (1897)
- Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Composed entirely on the LINOTYPE *in the Bodoni Series*

NATIONAL PRINTER JOURNALIST



MARCH, 1924

Vol. 42. No. 3.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

HOW PRINTER-JOURNALISTS OVER THE COUNTRY HANDLE

Ad-Cut and Ad-Mat Problems

In This Issue

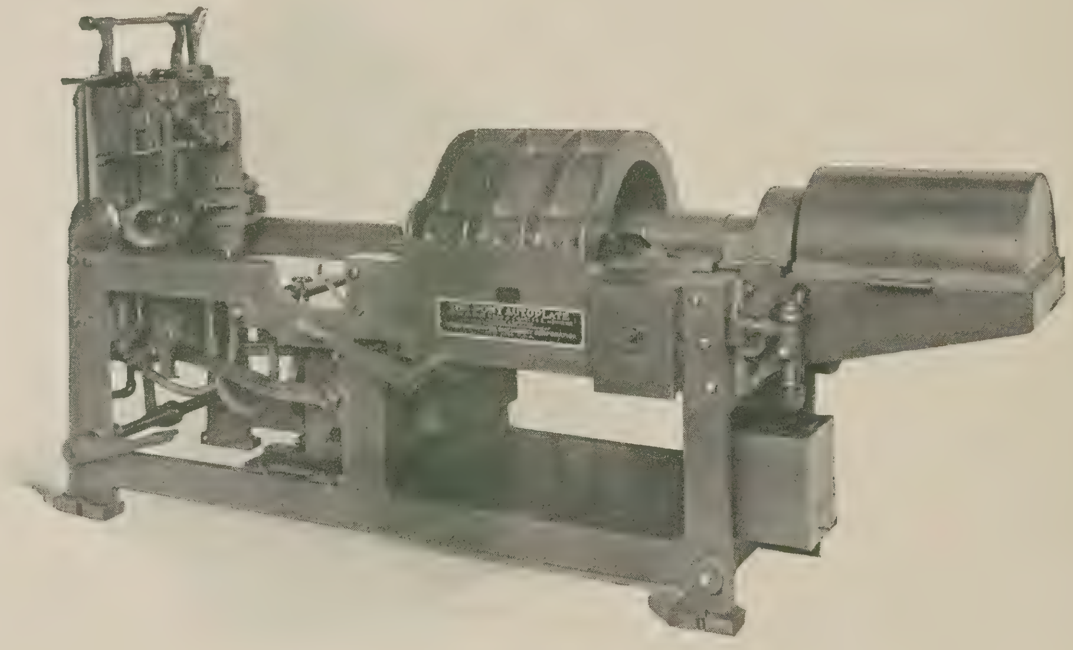
A Magazine for the Newspaperman and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879

THE PONY AUTOPLATE MACHINE

puts the foundry of the one or two press newspaper upon an ultra-modern basis.

It does for such a newspaper all that the AUTOPLATE MACHINE has done for the metropolitan daily.



With it one man can perform all the functions of plate making, with an economy of space, effort, and time otherwise impossible.

Plates made by AUTOPLATE MACHINES reduce paper breakage and print waste, and turn out better printed newspapers than plates made by hand.

Because it consumes only part of the room and labor usually devoted to the making of plates, The Pony Autoplate Machine sets free valuable men and costly floor space.

In no other way can so much work be done so easily, at so low a cost, in so small a space, and in so short a time.

The *PONY AUTOPLATE MACHINE* costs only $5,500, and may be purchased upon terms covering 20 months.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

WE take pleasure in announcing the names of a few of the larger plants in the eastern states who have recently contracted for one or more of the new *All Purpose* Model 12 LINOGRAPHS.

* * *

The Fairchild Press, Inc.
New York City
4 Model 12 LINOGRAPHS
(NOW INSTALLED)

American-Republican
Waterbury, Conn.
1 Model 12 LINOGRAPH
(NOW INSTALLED)

New York Times
New York City
2 Model 12 LINOGRAPHS
(NOW BEING INSTALLED)

Jersey Journal
Jersey City, N. J.
3 Model 12 LINOGRAPHS
(TO BE INSTALLED IN NEW BUILDING)

* * *

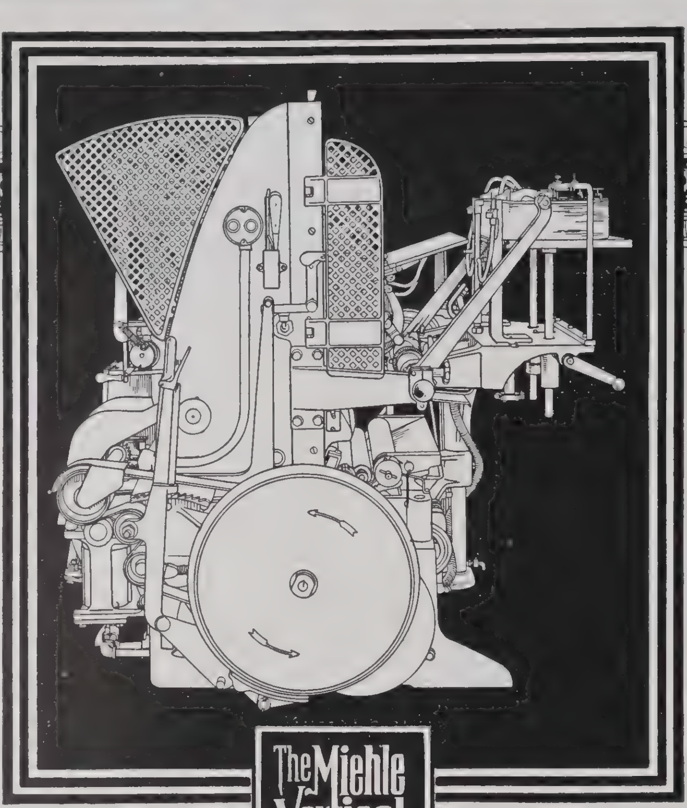
The Linograph Company
Davenport, Iowa, U. S. A.

Western Agency: 429 Sacramento Street
San Francisco, Calif.

European Agency
Et. Pierre Verbeke
Brussels, Belgium

Australasia, So. Africa
Parsons & Wittemore
New York City

So. American Agency
Ault & Wiborg
Cincinnati, Ohio



The Miehle Vertical

INVESTIGATE

THE Miehle Vertical will do more work in a given time than any other job press, and do it better.

No claim is made for the Miehle Vertical that is not based upon actual experience, many times repeated.

No claim is made that cannot be demonstrated in your own shop.

It is well to investigate all claims of this sort, no matter who may make them.

The fullest investigation of every claim made for the Miehle Vertical is invited.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

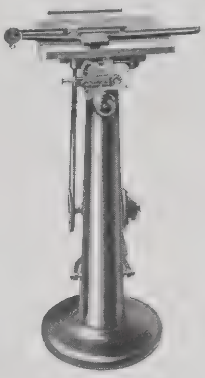
CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

ROUSE PRODUCTS

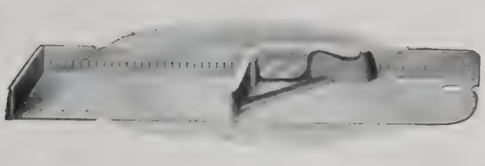
VERY few printers operate a plant without using several ROUSE products. Over 90% of all the Composing Sticks sold in the United States are manufactured by ROUSE. All the well known ROUSE products including

The Rouse Paper Lift

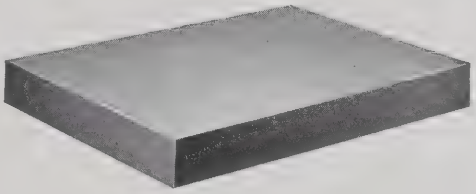
are for sale by the leading Type Founders in the United States and by the best dealers all over the world. The ROUSE Rotary Miterer and ROUSE Newspaper Files and Racks are two new products of special interest to newspapers.



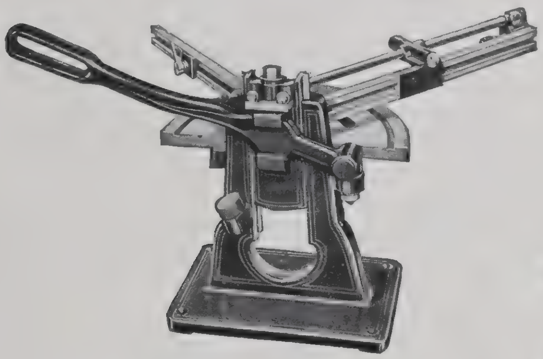
Rouse Rotary Miterer, Two Miters at one cut; Most Rapid Made



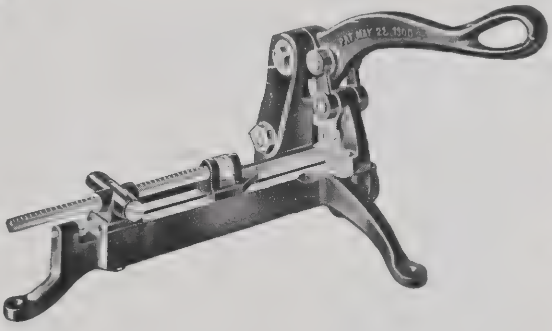
The Rouse Job Stick
Rouse sticks have been leaders for a quarter of a century



Rouse Cast Iron Bases for Newspapers ½ to 4 column widths, labor saving, two heights

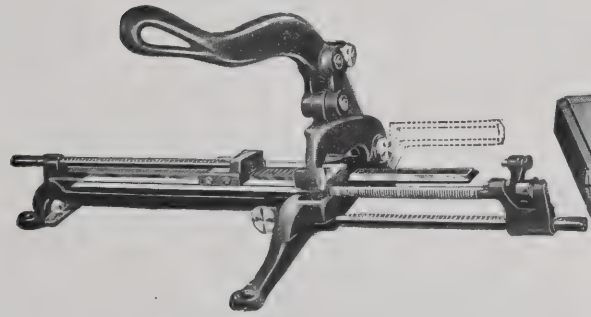


Rouse Hand Mitering Machine
Locks Automatically to Points. Inside or Outside Measure—an exclusive Rouse feature



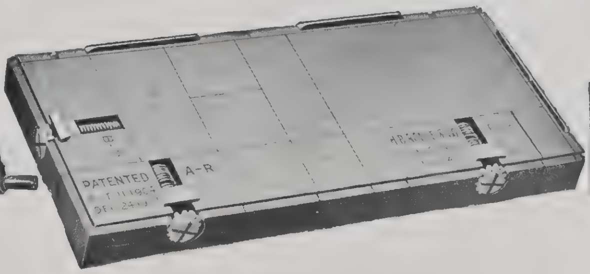
Rouse Lino Slug Cutter for Linotype or Intertype Slugs

Rouse Handy Newspaper File Rack No. 1; capacity 6 files; made of steel; olive green, nickeled bolts and hooks; "silent dome" feet

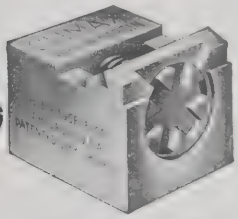


Rouse American Lead and Rule Cutter Instant Set, Automatic Lock, to 6 Points

ROUSE UNIVERSAL BLOCKS



25 x 55 ems. 35 seconds from case to page



Climax Register Hooks choice of most critical three-color printers

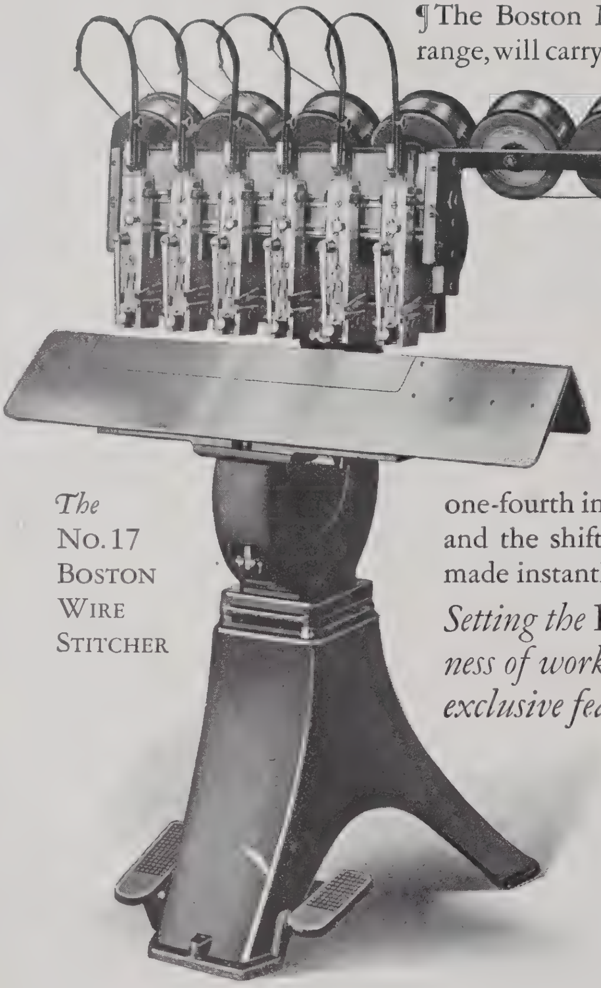
IN CANADA, *Rouse Heavy Products sold exclusively by*

Toronto—Montreal TORONTO TYPE FOUNDRY COMPANY, Limited **Winnipeg—Regina**

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

The MULTIPLE METHOD *of Wire Stitching* first introduced to Printers & Binders in the BOSTON is the best method for a large amount of both flat or saddle work

BOSTON multiple wire stitching, two to six or more up, will show a saving of from twenty to thirty-five per cent in pamphlet binding expense. Many printers, binders and lithographers now use Boston Multiple Stitchers and are adding to their equipment. ¶The Boston Multiple No. 17, redesigned for a larger range, will carry two to ten heads on the twenty-inch crosshead, all operating in unison from one touch of the treadle, and at a speed of two hundred stitches per minute for each head. ¶When not on large multiple work, the No. 17 is quickly converted into a single-head or a two-head stitcher for ordinary pamphlet binding. It is also unequalled for small check book and flat receipt book stitching. Minimum distance between stitches is one and five-eighths inches, center to center. ¶The capacity is two sheets to one-fourth inch. Flat and saddle table combined in one, and the shift from one class of work to the other is made instantly without tools.



The No. 17 Boston Wire Stitcher

Setting the BOSTON *by one operation for thickness of work automatically adjusts all parts—an exclusive feature.*—The operator does all the adjusting without spoilage or waste of time, making it possible to run the BOSTON almost constantly. ¶Heads may be placed in any position along crosshead and are firmly held in place by a locking device attached to each head. Wire regularly used is from No. 25 to No. 30 round. Special heads for No. 21 to No. 24 furnished to order. ¶A centering device for saddle work places the staple correctly in the fold, adding greatly to the appearance of the work. Investigate this most useful and productive wire stitcher.

AMERICAN TYPE FOUNDERS COMPANY

General Selling Agent for Boston Wire Stitching Machines

SET IN GARAMOND AND GARAMOND ITALIC BRASS RULE FRAME CORNERS

HYLO ENGLISH FINISH

A Bleached, Refined, Ground Wood Paper Having Distinctive Printing Qualities

Hylo English Finish is a well finished paper that will print a 133-line halftone perfectly, and with an added advantage of having the rapid drying quality of machine finished paper.

This paper presents practically no ink troubles. There is a reason.

BLEACHED, REFINED, GROUND WOOD PULP

Kimberly-Clark's high development of this paper-making material has put at the service of the printer a paper that has a peculiar affinity for printing ink. The base of this paper is Sulphite, but the printing cushion is Bleached, Refined, Ground Wood Pulp. The harder, less receptive Sulphite fibres are well covered and amalgamated with the softer Bleached, Refined, Ground Wood fibres, making a smooth, well filled printing surface of absorbent pulp.

AND THE SIZING of the paper, on which uniformity of presswork depends, has been developed and controlled to the highest possible degree in HYLOPLATE and HYLO ENGLISH FINISH.

Regular sizes and weights are carried in stock and sold by the paper merchants named at the right.

Kimberly-Clark Company
-Established 1872-

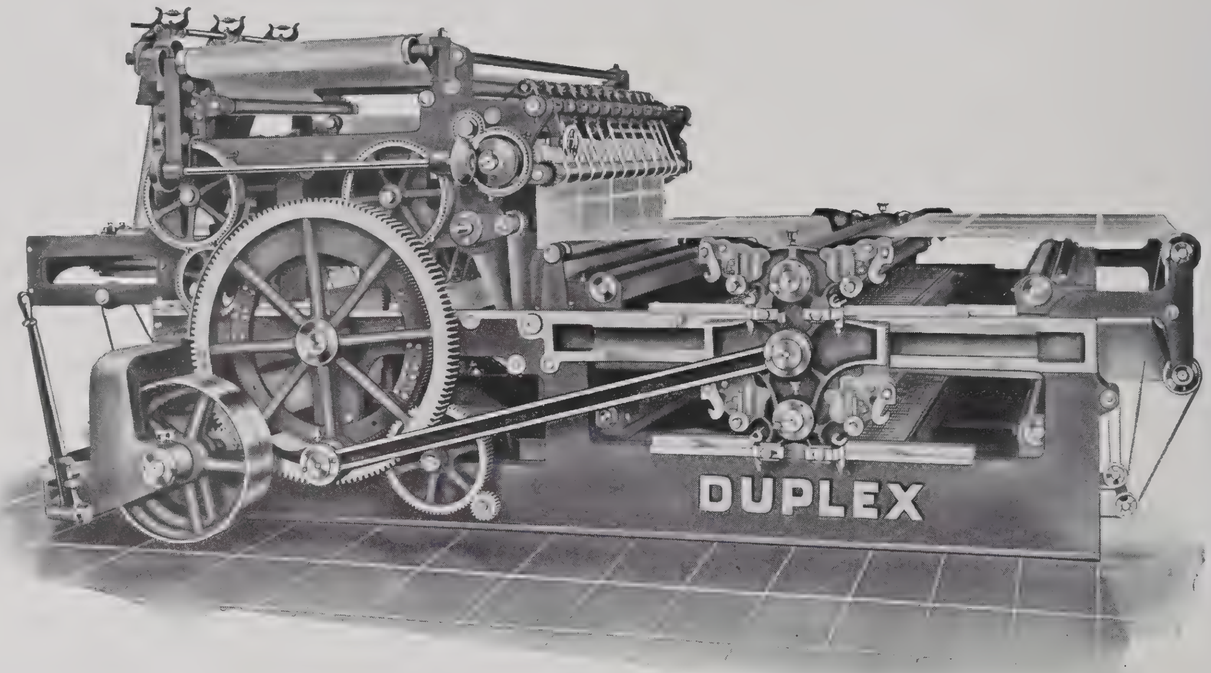
Neenah, Wisconsin
New York : Chicago : Los Angeles

- ATLANTA
  - The Chatfield & Woods Company
- BUFFALO
  - The Alling & Cory Company
- BUTTE
  - Minneapolis Paper Company
- CHICAGO
  - Bradner Smith & Company
  - Chicago Paper Company
  - Parker Thomas & Tucker Paper Co.
  - Swigart Paper Company
- CINCINNATI
  - The Chatfield & Woods Company
- CLEVELAND
  - The Petrequin Paper Company
- DALLAS
  - Graham Paper Company
- DENVER
  - The Carter Rice & Carpenter Paper Co.
  - Graham Paper Company
- DES MOINES
  - Carpenter Paper Company of Iowa
  - Western Newspaper Union
- DETROIT
  - Beecher Peck & Lewis
- EL PASO
  - Graham Paper Company
- FARGO
  - Western Newspaper Union
- INDIANAPOLIS
  - Crescent Paper Company
- KANSAS CITY
  - Graham Paper Company
  - Kansas City Paper House
- LINCOLN
  - Lincoln Paper Company
  - Western Newspaper Union
- LITTLE ROCK
  - Western Newspaper Union
- LOS ANGELES
  - Western Pacific Paper Company
- LOUISVILLE
  - Southeastern Paper Company
- MILWAUKEE
  - The E. A. Bouer Company
- MINNEAPOLIS
  - Minneapolis Paper Company
- NASHVILLE
  - Graham Paper Company
- NEW ORLEANS
  - Graham Paper Company
  - E. C. Palmer & Company, Ltd.
- NEW YORK CITY
  - The Canfield Paper Company
- OKLAHOMA CITY
  - Kansas City Paper House
  - Western Newspaper Union
- OMAHA
  - Carpenter Paper Company
  - Field-Hamilton-Smith Paper Company
  - Western Paper Company
- PHILADELPHIA
  - The Canfield Paper Company
- PITTSBURGH
  - The Chatfield & Woods Company
- PUEBLO
  - Colorado Paper Company
- ROCHESTER
  - The Alling & Cory Company
- SALT LAKE CITY
  - Western Newspaper Union
- SAN ANTONIO
  - San Antonio Paper Company
- SAN FRANCISCO
  - General Paper Company
- SIOUX CITY
  - Western Newspaper Union
- ST. LOUIS
  - Graham Paper Company
- ST. PAUL
  - E. J. Stilwell Paper Company
- TOLEDO
  - The Commerce Paper Company
- WICHITA
  - Western Newspaper Union

A FEW REASONS–

WHY THE PROGRESSIVE PUBLISHER SHOULD EQUIP

WITH A DUPLEX "E" FLATBED WEB PRESS



1—It is the only HIGH SPEED flatbead web press built. Speed, 5000 to 6000 papers per hour, printed, folded and counted.

2—*It is the only flatbed web press built which prints a complete paper on each stroke* of the reciprocating parts—all other presses print on alternate strokes only—the return stroke is unproductive, obviously inefficient.

3—It is the only flatbed web press which is flexible as to the width of the printed page. The Model "E" press prints 7 col. 13 ems; 8 col. 12 ems; 8 col. 12½ ems, and 8 col. 13 ems—6 point column rules—standard or narrow margins—and the change from one to another may be made in a few minutes by the pressman himself.

4—It is the only flatbed web press equipped with a PAPER-ROLL HOIST, a great convenience and labor-saver.

5—Because the DUPLEX flatbed press has been built and brought up to its present state of perfection by its ORIGINATORS—over forty years of productive and successful experience stands back of it,

WRITE FOR BULLETIN 701

Duplex Printing Press Co.

Main Offices & Works: BATTLE CREEK, MICHIGAN

World Building
New York City

New Temple Building
Chicago

Chronicle Building
San Francisco

TIN and What It Means to Your Linotype Metal—

Gardiner's
Is Fine
Type Metal

TIN imparts ability to flow freely at the required low heat. Good faces result. As the metal ages it loses its Tin as that element passes off into the dross more rapidly pro rata than Antimony and Lead. When the Tin content has been reduced until only 3% remains in the metal there is a noticeable effect upon the type faces. It then becomes necessary to increase the heat in order to get the required fluidity and this causes clogged mouth-piece holes, back-squirts and porous slugs.

Average Linotype Metals contain 3½ to 3¾% of Tin of which the current cost is 54 cents per pound. Gardiner's Metal contains 4½%. That is a practical reason why Gardiner's produces fine faces, is more durable, acts stronger as a toner upon being added to old metal, costs more and yet is cheap in the long run.

Gardiner Metal Co.

Established 1901

1356 West Lake St. Chicago, Illinois

NON-OBSOLESCENCE

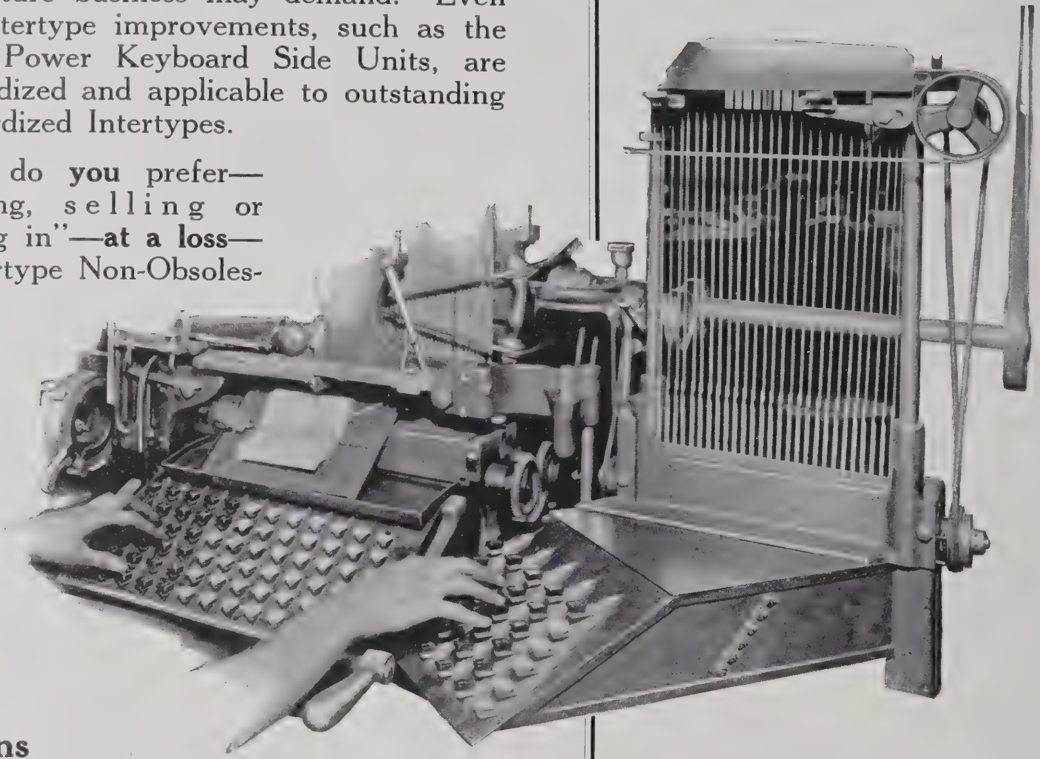
Your Protection

INTERTYPE **non-obsolescence** means that **no Standardized Intertype has ever become obsolete.** With interchangeable machines, interchangeable equipment, and interchangeable detail parts, the Intertype owner is always prepared for any changes that future business may demand. Even new Intertype improvements, such as the recent Power Keyboard Side Units, are standardized and applicable to outstanding Standardized Intertypes.

Which do **you** prefer—scrapping, selling or "trading in"—**at a loss**—or Intertype Non-Obsolescence?

Exclusive features of the new Intertype Power Keyboard Side Units: No operations necessary except touching keys. Same "touch" and quick response as main keyboard. All keys available at all times. No complicated mechanical actions.

Write for new illustrated folder



No Extra Motions with Intertype Power Keyboards

INTERTYPE CORPORATION

General Offices and Eastern Sales Department: 50 Court Street, Brooklyn, New York
Branch Offices: CHICAGO, Rand-McNally Building MEMPHIS, 77 McCall Street
SAN FRANCISCO, 560 Howard Street
Sales Offices: BOSTON, 49 Federal Street LOS ANGELES, 1240 S. Main Street
Canadian Representatives: Toronto Type Foundry Co., Ltd., Toronto
British Branch: Intertype Limited, 15 Britannia Street, Kings Cross, London, W. C. 1.

INTERTYPE

Vol. 42 MILWAUKEE, WISCONSIN, MARCH, 1924 No. 3

This Invitation Includes You

Join the Southern Newspaper Publishers' Association and Many Others in Determining Average Cost and Expense of American Newspapers, Any Size or Circulation

THROUGH the courtesy of the Southern Newspaper Publishers' Association and its accounting counsel, Edmund Walker of Edmund Walker & Co., 247 Park avenue, New York City (whose articles on printer-journalist accounting problems are being published monthly in "NPJ") readers of NATIONAL PRINTER-JOURNALIST are privileged and invited to take part in an enterprise of more than ordinary interest and value, and at no expense to them.

The project is, to ascertain the average cost and the average expenses of American newspapers, and distinctly within various ranges of circulation or other measure of size; for example, newspapers with circulation of 5,000, of 7,500, of 10,000 and so on.

From the information obtained in the project, it will be possible *to ascertain the average cost per inch, and the average costs of one paper, grouping the costs according to the different circulations.*

Any of our readers, publisher of a newspaper, may take part in the enterprise *without expense or fee,* and the method of participating sets up no unusual difficulties of any kind.

A form will be supplied without charge in duplicate to those wishing to take part, containing complete instructions on filling it out. (The extra copy is to be retained by the participant.)

EVERY publisher taking part and filling out the form with data from his newspaper, will be supplied with the final figures, averages, etc., attained. In no case will the individual data furnished by any one publisher become known. The results will be averages compiled.

Approximately 250 southern newspapers, through the effort of the Southern Newspaper Publishers' Association, are joining in the effort and through the national circulation of "NPJ" the project can easily assume a proportion that will furnish national as well as sectional averages, in addition to averages for papers of various circulations, as already indicated.

Even the form blanks are supplied at the expense of Mr. Walker's firm.

The history of the movement culminating in the project which is to determine average figures on American newspaper costs—something tried many times with but limited success by various organizations, and something that is recognized by all progressive publishers as a "consummation devoutly to be wished"— will prove interesting to all of our readers, and is here briefly recounted.

The house of Walker has been in the accounting business for fourteen years, doing only newspaper work. Many newspapers in the States and Canada are today using the system which this firm installed. In the fourteen years some changes of detail have been made, as is obviously necessary, but all improvements have been installed progressively, without in any case an entirely new system being required.

After addressing the Southern association some years ago, Mr. Walker and W. C. Johnson, secretary-treasurer of the association co-operated in

NATIONAL
PRINTER-JOURNALIST
**Established 1883 as The Printer and Publisher. Published Monthly by the TRADE PRESS PUBLISHING CO.
129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Editor and Publisher**

**JOHN MEYER, Managing Editor
C. H. DuCLOE, News Editor
GEORGE A. JUST, Technical Counsel
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, Artist**

Branch Offices in Leading Cities:
CHICAGO— E. J. Keys, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 48 East 41st St. DETROIT—D. L. Prouty, 406 McKerchy Bldg. ST. LOUIS—M. M. Shurman, 713 Star Bldg. LOS ANGELES—C. M. Minier, 1116 Chapman Bldg. SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg. SEATTLE—C. M. Minier, 405 Walker Building.

SUBSCRIPTION RATES: In the United States, Cuba, Mexico and Canada, $2.00 per year; Foreign subscriptions, $3.00 per year. Single copies, 25 cents. Advertising rates on application.

drawing up a Profit and Loss Account so simple that no matter what system was being used by a publisher, he could build it up. After applying the test of actual experience, a form was determined upon.

To repeat: The plan was to secure from several hundred representative publishers, from papers of various circulations and located in various sections and communities, an operating statement—then to group these statements according to circulations, sections, etc., and obtain average costs. *The identity of any one publisher would be completely lost by merging his expenses with those of the others taking part.* After obtaining such average statements, a printed statement would be forthcoming.

The forms have been tested. One was tried and found a little too complicated for the average bookkeeper with a perhaps incomplete set of books. The form was modified, and then tested out on another paper, where the records were known to be in incomplete condition. In this plant, they were able by referring to tax returns, cash book and other records, to establish this particular operating statement with very little work. The form was then adopted for the project already reported.

Returns are already being received. "We have not received one letter stating that they can't prepare the form," said Mr. Walker. "Consequently I believe that little difficulty has been encountered.

"My thought was that the readers of National Printer-Journalist could join with us and the Southern N. P. A. and in this way they would get the benefit which accrues to those taking part. *No one is asked to disclose his personal income or his personal expenses,* and it seems to me the results of this work would be of inestimable value."

Readers of "NPJ" interested may write for a copy of the form which is being filled out in this noteworthy enterprise. *You assume no obligation in asking for the form, except to make it out and return it, or state why you cannot or do not wish to do it,* after having studied the blank and its instructions.

"NPJ," which has recently begun the publication of the famous Bridgman-University of Wisconsin Cost Finding Series, and other constructive features of real value which are most needed in the industry of printing-journalism at this time, is glad to be able to offer readers this additional opportunity to help themselves solve their problems.

Many of our readers write that they want data on just such items as the Walker-Johnson plan will develop. Their co-operation with the Southern Newspaper Publishers' enterprise will not only help them but also their fellow publishers. The data secured will be available only to those who take part in the plan.

No Wonder the Kentucky Association Runs So True to Good Newspaper Form!

Its President Knows All About the Level, Plumb and Square, and Has Built Railroads as Well as Ads

"NPJ" Hall of Fame

L. S. Fitzhugh, P. J.,
(Cartoon by Warner)

Although one of the youngest members of the Kentucky Press Association in point of membership, L. S. Fitzhugh, editor of *The Enterprise*, Wilmore, Ky., has become president in the eight years he has been a member of this live organization. He was admitted as a member in 1915; was appointed on the executive committee in 1918; elected chairman of the executive committee in 1920 and 1921; elected vice-president in 1922, and president in 1923. Mr. Fitzhugh deserves the honors, as he has been one of the most active members for the advancement of his profession in the State.

Mr. Fitzhugh was born in Charleston, W. Va., and came to Kentucky when 20 years old. He entered the engineer corps of the Louisville & Nashville as construction engineer, first as assistant and later as engineer in charge of extension and new track construction in Alabama, Kentucky and other southern points. He was for seven years in Birmingham and Montgomery with this work, during the first and greatest Birmingham boom, and laid the tracks into Middlesboro, Ky., and through the Cumberland Gap, which started the big Middlesboro boom in the early nineties. He also built 46 miles of the track for Chicago and Eastern Illinois, between Danville, Ky., and St. Louis. Mr. Fitzhugh's health became bad and he spent two years recuperating.

He came to Wilmore, Ky., in 1896 and started a store which was afterward incorporated into the Wilmore Mercantile Co., and established the Wilmore Enterprise in December, 1913, as a small five-column sheet, *with an idea to advertise the town,* then a small village, and not with a view of becoming a real newspaper man. The paper grew faster than the mercantile business, however, and in 1920 he sold his interests in the mercantile company, and became a full-fledged editor.

Mr. Fitzhugh is a Mason, Elk and K. P., and is at present secretary of the Wilmore Masonic Lodge. He is a member of the State Advisory Board of the Kentucky Pioneer Memorial Association. —J. C. A.

Shades of St. Paul, Homer, Epictetus and Mark Twain!

Heffy, as the boys affectionately called him, was an editor who was always anxious to give credit where credit was due. He urged every man who did any clipping to give full credit to the author and the publication as well.

And so he could not help feeling gratified one morning to see that a new exchange man had printed a beautiful sonnet.

The credit line read: "William Shakespeare in the Punkeville *Gazette*."

Four Lively "Ad" Questions

Publishers' Replies From Many Sections of America, in Response to Inquiry Made Through "NPJ"

1—*Do you make allowance in your charges for advertising when the advertiser furnishes a cut of the ad? How much? Conditions?*

2—*Do you make an allowance when the advertiser furnishes mat? How much? Conditions?*

3—*What are your real views with regard to such allowances, as compared to advertisements set up in your composing room?*

4—*Do you run into this problem to any extent or very frequently, or not?*

It's a "*Dutch Treat*," This Cut Business!

Newspaper Sells SPACE, Not Composition, A Fertile Soil for a Good Crop, Declares West Virginian

By CALVIN M. PRICE

Editor Marlinton (W. Va.) Pocahontas Times

I SELL advertising space at so much per inch, whether the buyers see fit to leave it blank, fill it with cuts, send me mats or have me set type for it. *I keep some type and I hire some printers, and I find that the overhead goes ahead whether the time is taken up in setting ads, casting plates, or shaving down and backing up cuts.* Mine is a flat rate.

This flat rate is arrived at by a simple twist of arithmetic. I try to know my fixed overhead and I try to anticipate some of the incidentals which are always cropping up to give brevity to my life. I know the number of inches in the average edition of my paper, and by division, I have the average cost of production per inch. With this as a basis, I add sugar and spice enough to make it interesting and profitable, but not prohibitive and exorbitant.

CALVIN M. PRICE

OCCASIONALLY I am approached by a local man who makes a dead set for a reduction in his rate on account of the cuts he expects to use. This is usually just "trading talk," and doesn't mean anything. *Sometimes it is the echo of some stuff that was pumped into him by the salesman who sold him the cuts at about three times what they could be bought for through the regular trade channels* by his editor.

I am no longer pestered for rate reduction on cuts by agencies handling nation-wide advertising lines. They know what they want in display as well as in the text matter of the advertisement. In order to get what they want, they are perfectly willing to go to the expense of cuts, and they are equally willing to pay for your paper as the medium of publicity. This medium businesss is what the advertiser wants.

THE advertising expert goes on the theory that a well set, distinctive advertisement in a newspaper is as attractive as a white horse in a cavalry charge. Let me repeat, *the newspaper is not selling the advertiser type setting; he is selling him publicity service.* If the buyer of this service believes that this publicity will bring him better results through the use of cuts rather than the homespun setting of his local printer, let him furnish the cuts and shut up about it.

Your restaurateur makes no reduction in his table charge even though you do add zest to the coffee by something off your hip!

THERE can be no set rule as to what newspaper advertising is worth. If it causes an article to be used to fill a popular demand or to create this popular demand no price is too great to pay for its publicity. Things are now being foisted on a confiding public through the medium of advertising which are duds from the very start, and the money spent advertising is wasted. This has always been so—*look at the advertising pages of a periodical of ten years or more ago if you want to see a morgue* of blasted hope and misspent funds.

Price Says:

Find Out What Your Space Costs You; Don't Forget Contingencies; Fix a Rate; AND STICK TO IT

HERE is the nub of my advice: Find out what your space costs you, add a reasonable profit, don't forget about contingencies, fix a rate and stick to it. And remember that all advertising seed falls in good soil when it goes in a newspaper; that crop and yield are wholly dependent on the kind of seed, whether the crop is a blank or whether the yield is ten, fifty or a hundred fold. *If the advertiser thinks that the soil will be enriched by the use of cuts, let him use them, but not at your expense!*

Advertising Rates vs. Mats, Cuts and Overhead : : :

CONTINUED FROM P. 11

Stands Upon a Fair Rate

Daily With Art Department Makes No Allowances But Charges for Art and Cuts at Cost; Typesetting Considered a Proper Service

By E. H. MALONEY
Advertising Manager
Peoria (Ill.) Journal-Transcript

WE do not make allowances in our rates or charges in advertising when the advertiser furnishes a cut of the ad. Our rates are based on our average composing room cost and of course, the plate matter is taken into consideration.

We do not make allowances when the advertiser furnishes mat for his ad. This is also taken into consideration when our rates are made up as outlined in the preceding paragraph.

In our opinion and keeping in mind our own particular experience with composition and plate matter, we don't believe it advisable to make allowances or discounts when cuts or mats are furnished—first, because in most cases it takes considerable time to set the ad when the stereotype has to be made from the mat; secondly, in many cases the electrotypes furnished must be set up in the form and additions or changes made for the address of the advertiser or key number, etc.; third, in our particular case we have an engraving department and art department in which we give our advertisers art work and cut service at actual cost when the advertising is used in the paper—in this way he obtains the attractiveness made possible through art work and cuts at a minimum cost; fourth, as stated before, our rates are based on average costs and no one advertiser carries the full burden for the fellow whose ad is difficult to set.

We have very little complaint along this line. We believe that a newspaper whose rates are fair should obtain its rate for advertising, no matter what form of plate or copy is sent in. If a newspaper is expected to set type, that should be considered just that much more service rendered by the publisher.

It's a Business Matter, Pure and Simple—Hull

J. F. HULL, *Maryville (Mo.) Tribune*: We furnish cut service for advertisers and the services of a competent ad man—because we believe the increased business justifies the expense and not because we owe it to the advertiser.

Price of Space Is Set on Circulation Facts

Question of Mats, Cuts, etc., Not Primary in Making Ad-Rates

By LEWIS A. KIRKPATRICK
Newport Beach (Calif.) Newport News

IN THE PAST we have made it a practice to give a reduction of 10c an inch to advertisers furnishing their own cuts if they were mounted. If unmounted, we allowed no reduction.

To advertisers furnishing mats we made a reduction of 5c an inch.

We were operating a small country newspaper employing a linotype operator, an ad-man and a printer-pressman. We felt that the saving of composition on ads was worth the amount of the reduction. Not being equipped to handle efficiently and economically unmounted cuts, we did not allow a reduction on this form of matter. In many cases we found that unmounted cuts costs more than was received for the space used because of the lack of equipment to mount them economically.

L. A. KIRKPATRICK

WE felt that *in the case of mats the advertiser was entitled to a smaller reduction* than if he had furnished mounted cuts. We had a flat casting box and could take care of this class of matter very economically. At the same time it was not so economical for us to make a cast as it was to handle the mounted cuts. So we allowed but one half the amount of reduction in the case of mounted cuts.

WE MADE these reductions because in the first place our records indicate that it cost us less to produce and handle advertisements which were furnished us in these forms than it did where all composition was done in our own shop. In the second place, we made reductions because it appeared to be easier to secure advertising that was usually furnished in this form to the publisher. We believe that we were able to obtain a higher rate from the advertiser than if we made no reduction. We have ample proof to substantiate this belief.

Our rate on a 1,200 circulation was 35c an inch and no deviation was made from this rate except in the manner noted above.

> *My real views on the matter are that it is not proper or ethical in a business sense to allow such reductions and we have made up our minds that in making new contracts no such reductions will be made or allowed.*

IT seems to me that the whole question should resolve itself around the question, What commodity are we selling? We are not selling composition, but we are selling space in our newspaper. The price of that space is fixed largely upon a basis of the circulation.

In selling space the publisher has to consider his costs of production. That cost is distributed over the circulation so that he should know just how much per hundred of circulation it costs him to produce his publication. I say *hundred* of circulation designedly. There are few country newspapers that have a circulation of more than 5,000, and a great majority of them have a circulation figure of less than that.

So, after knowing his costs and adding the percentage of profit, the publisher arrives at the selling price of his space. That space is worth just as much to the advertiser who furnished cuts or mats (thereby eliminating local composition), as it is to the advertiser whose entire ad is composed in the local shop. *Whatever of profit there is in the transaction should accrue to the publisher and not to the advertiser.* I am speaking, be it remembered,

Advertising Rates vs. Mats, Cuts and Overhead : : :

CONTINUED FROM P. 12

from the standpoint of the editor of a small country weekly.

In the last couple of years we have noticed that nearly all requests for advertising rates bear the query:

"Use cuts? What reduction?"

"Use mats? What reduction?"

We have met it in the past by giving the reduction. However, "Never no more."

Make Net Rate; *Stick*; Discounts a Peril

Northern Wisconsin Publisher Counts Loss of Routing, Tooling, Misfits, et al.

By D. C. MENEFEE

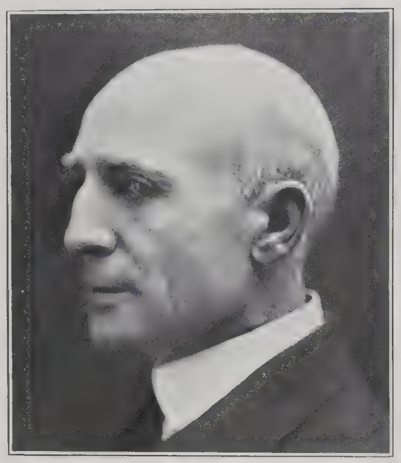
Editor, Eagle River (Wis.) Vilas County News

YOU have opened up the vitals in one of the largest and gravest advertising questions which has for years been confronting the newspapers in the country, and so far I have been unable to glean any tangible solution, especially when one has had access to so many of the rate cards of the numerous advertising newspapers and periodicals in the state. And I can see how they have "butchered their own salvation" and others by a hit-and-miss method in rate making—and, then *not sticking to it.*

I have been one of those fellows who makes a slight allowance over machining an advertisement and one of plate; a difference of five cents an inch in favor of the plate advertiser. Conditions now on foreign advertising show that plates and mats are generally used. The home advertiser rarely uses plates, but is a user of machine-set material; and he pays me a rate adequate for his space according to the circulation. I find that I am better placed to issue a more creditable newspaper with machined advertisements and can see a saving in time and labor.

MY opinion is that *the mat and plate advertiser should pay more for his space for the reason that usually he sends out a misfit plate or mat, requiring more labor to put it to press; and furthermore, uses more time in the make-up and pressroom than does the machined advertisement.* By all means plates and mats should be placed upon an equal, or even greater basis per inch than the machined advertisement.

The gravest error the newspaper makes is allowing a discount. Its rate card shows a price per inch, giving an idea to the observer that here is one paper which really gets an adequate price for its product. But, take the discount and you will see that there is an Ethiopian hid somewhere in the wood pile. It will give a discount from 10 to 20 per cent and then possibly a 20 or 30 per cent additional discount for cash in fifteen days—or something like it.



D. C. MENEFEE

WHAT is this newspaper doing to the honest rate and the honest newspaper? In my home district I can see what cut rates and rate discounts are doing to several newspapers. My rate is NET to every man, woman and child, and if they do not wish to pay it, then I simply do not care for their business.

If the business is to be operated upon a paying basis, then there is but one solution. *Charge the plate and mat man equal or more than the machine advertiser, and for the betterment of trade conditions and business, chop off the discounting after you have made a rate.* A net rate and stick to it, is the newspaper's only salvation.

* * *

THE CHARGE that the country press is "subsidized" because it occasionally prints free plate matter is ridiculous, according to H. A. Sturges of the Beresford (So. Dak.) *Republic.* "There are offers of free plate," he says, "but there are no strings on them, and unless it suits the publisher it is promptly scrapped."

Guessing Must Stop

Mat Problem Can't Be Solved Except on Basis of Cost and Utility to Newspaper and the Advertiser

By FOSTER W. RIDDICK

Editor, Winamac (Ind.) Republican

THE subject of rates with regard to cuts and mats furnished by the advertiser *should be threshed out with cost records* of casting box expense, and composing room records of cost in handling cuts for ad composition. I hope you will keep at the question until the printer-journalist is able to tell the advertiser whether he can most economically have his ads electrotyped in bulk or use mats. This will only be realized when the printer-journalist makes the fair charge for casting from mats. If he casts for nothing, the cheapest way is evident to the advertiser or agency, of course; but it will be the unbusiness-like way for the printer-journalist, for he will either over-charge the advertiser who supplies cuts, else cheat his own family.

IN electrotyped ads, or those with the signature only in type, we grant our "plate advertising rate," which is 8c per inch less than for type-set ads. *If the cut does not comprise practically the entire ad, we do not make a reduction,* because we find that the imposition cost for an ad that is part cuts and part type, is greater than that for a type advertisement.

We have no casting box, therefore we do not use mats. Very seldom an advertiser furnishes us with a mat, which we send to a city newspaper office for casting at an expense of from 8c to 10c per column inch, which therefore does not reduce the ad rate.

If I had a casting box I would find out the cost of making cuts from mats, and if the cost was appreciably less than the cost of the type composition, I would reduce the rate when mats were furnished, and vice-versa.

I run into the question of reductions for cuts every time a casting box salesman calls at my office. The salesmen state that newspapers without casting boxes are losing foreign advertising accounts. If plants with casting equipment make no charge for casting mats, or will continue to do so (if that is the present practice), then it will be a continual problem for every country newspaper in their bids for foreign advertising.

(TURN THE PAGE)

Advertising Rates vs. Mats, Cuts and Overhead : : :

CONTINUED FROM P. 13

No advertiser has made any statement to us as to whether the office with a casting box is given preference or not, and I would deem it an important accomplishment if the National Printer-Journalist would find out the facts, and then let the small town printer-journalist know whether or not he is losing business by not having casting equipment, or if the advertiser would in reality be better served by having his cuts cast at a central point and distributed.

S. A. Clark

Makes No Allowances; Gives His Reasons

By S. A. Clark
Editor, Carrollton (Mo.) Republican-Record

We make no allowance for advertising when the advertiser furnishes a cut. We make no allowance when the advertiser furnishes a mat.

We cannot use mats; and, by the time we get cuts planed down or built up to where they print well, it takes about as much time as composition. Then many cuts mar the appearance of the paper, while well set advertisements add to its attractiveness.

We have but very little difficulty with this problem. It is seldom we are asked to make a reduction on account of cuts.

Has Little Worry

By A. D. Hecox
Albany (N. Y.) Evening News

We do not make an allowance in advertising charges when the advertiser furnishes a cut. Neither do we make an allowance when the advertiser furnishes a mat. The writer does not believe that any allowances of either character should be made. In the case of local cuts and mats we are forced to reproduce the same. We do not run into this problem to any extent.

When Does Co-Operation Stop?

Veteran Badger State Publisher Does Not Accept Mats, and Allows for Plates When Complete; Rates Set Accordingly

By Cassius L. Coward
Editor, Lodi (Wis.) Enterprise

I make an allowance of 5c an inch for advertising where the advertiser furnishes a cut of the advertisement complete. If the ad is to be set by us, with a few cuts worked in, I make no reduction because of the cuts.

I do not accept mats. I put in a casting box two years ago, but found that it was not economical for me to cast one or two plates at a time. I know that some agency representatives, speaking before newspaper men have asserted that every newspaper plant should have some means of using mats for the reason that the cost nowadays to advertisers for furnishing electros is almost prohibitive. But I fail to comprehend the logic of the argument that proposes to shift the "prohibitive" cost to the publishers of small town weeklies.

My rate to agencies is 25c per inch for plate. I charge 5c per inch additional for composition. Some will say that 5c per inch is too small a charge for composition. I admit it—if composition *only* is to be considered. I find that ad composition costs me an average of 7c per inch. The work of taking care of the cuts, filing them, etc., I consider equivalent to 2c per inch; hence, according to my method of computing, my rate is the same as though I expressed it 23c for plate, and 30c for composition.

I do not run into this problem much because I have carried comparatively little foreign or national advertising. Beginning Feb. 1, however, we began an "all home print" policy, and I hope from now on to cultivate the national field more.

No Saving in Cuts, Mats; Much Trouble to Publishers

B. R. Gardner, *Montrose (Pa.) Independent-Republican*: We do not make allowances. In a small publication such as ours, there is no saving in casting from mat instead of advertising; therefore no reason for making allowance. Most cuts furnished are so poor that they cause much trouble to make them show a proper impression, therefore no allowance is made for cuts. When the advertiser furnishes the cut or mat of an entire ad, a certain allowance might properly be made, but the saving is negligible in a small publication such as ours.

C. L. Coward

His Rate Based on Circulation, Cost

Composition Saving Is Nil When Actual Work on Mats and Plates Is Fairly Set Up

By W. C. Dewel
Publisher, Algona (Ia.) Kossuth County Advance

We do not make allowances to advertisers who furnish cuts or mats. The saving in composition from mats is more than offset by the cost of casting, mounting, underlaying, etc., including interest on the cost of the necessary equipment.

We make the same ruling in the case of plates mounted ready to print, because in our case the rate, based on our circulation, is no more than the plate advertiser ought to pay anyway. As a matter of logic, it is perhaps proper to give the plate advertiser an allowance equivalent to the cost of composition when the rate is what it ought to be; but even then something should be charged back to cover the average cost of trimming, planing, routing, underlaying, etc., required to make plates print up.

Local advertisers have never raised the question with us. Once in a while an agency or some foreign advertiser asks for an allowance, but we rule against it, and the ruling is accepted without question.

(CONTINUED ON PAGE 36)

NEVER Stops TRYING

Success of a Country Publisher Celebrated by Whole State

By JOHN MEYER

THIS is the story of a Printer-Journalist who owns a fine property in which he started as a school boy-printer's devil and which he bought without a penny of cash payment.

DEAN TRIPPLER
Owner and Publisher Canova (S. D.) Herald

DEAN TRIPPLER, publisher of the Canova (So. Dak.) *Herald*, in a town of less than 500 and in a county of not so very many thousands of population, has made a unique success of his newspaper, his job printing plant and his community-building. He may say that my statement is an exaggeration. However, not long ago, as many as a score of fellow publishers of his state, headed by the governor of South Dakota and backed up by the community club of Canova and vicinity, spent a whole day with him to felicitate and celebrate the completion of the new Herald building. The many speakers told of many facts of Trippler's battles and victories. Therefore, *the ayes have it*.

Again—the main purpose of "NPJ" of course is to find successes in its field, the newspaper-and job printing field, and relate the causes and methods for the enlightenment of the craft. Mr. Trippler was a very difficult news prospect. He said there wasn't any story. Fortunately it was possible to get the help of Aubrey Sherwood of the DeSmet (So. Dak.) *News*. Result: Another splendid experience story, and from the angle of the newspaper publisher who also conducts a well-paying job office—or the profitable job office which has a well-paying newspaper in connection, if you please.

When it was endeavored to get the story, Mr. Trippler had a kind of a hang-over—to account for his reticent attitude—but of course not the kind ordinarily associated with these words in the comic operas and so on. He had just sat through hearing his virtues totalled, his merits diagrammed and his capacity for hard work against great odds dissected. These things had collided with his firm modesty and the conviction that he was "just an ordinary printer-journalist" and hadn't got to first base yet, while his fellows acclaimed a three-bagger. He had been too hard at work to get time to watch himself go by, just like a lot of others in this craft. Thus, he wasn't in any mood at all to speak either of or for himself.

Trippler has no "system" for getting business, says Dean Trippler. He *has*, replies Sherwood, and demonstrates his statement. He points to the fact of twice as many readers as the town has population, to a community hospital which the *Herald* helped build, and *numerous* other achievements—and then winds up with the correlated truth that there is no effect without a cause. Here is Mr. Trippler's career-story:

◆

162 Townspeople Paid Subscriptions To "Buy a Brick" in This Shop

THE WHOLE COMMUNITY AND EVERY SECTION OF SOUTH DAKOTA WAS REPRESENTED WHEN THIS NEW BUILDING WAS DEDICATED

CHARLES McCAFFREE, now of Sioux Falls, established the *Herald* in 1899. He had come from a daily on a call from a certain man who said Canova wanted a paper. The man had disappeared. Business men, however, finally agreed to guarantee $50 per month display advertising, and the *Herald* came into life, with a fair equipment of old machinery partly paid for with a driving pony and a half-blood Jersey cow. Not a week has seen a miss, since. There were then 162 people in Canova.

Dean Trippler was a small, timid school boy when McCaffree hired him to help in the shop. "He worked for me until 1909," said Mr. McCaffree, "and purchased the paper without paying a dollar down. He paid every penny much sooner than was expected, meanwhile continually improving the business and equipment.

"And, just as sure as daylight, *he has bound all the diverse elements and nationalities of the country around there into a united community.*"

That's the "System." The method? To quote the founder of the paper again: *"The paper has ministered with a soothing touch in sorrow, it has rejoiced with those that won, it has instilled pride in the home town, incited ambition and led a highly creditable community to worthy ideals."*

(TURN THE PAGE)

One of Trippler's Ways of Paying for the Paper and a New Building, Too

Tripplers "Triplets"

NEWS—Build the Community UP, and it buys bricks for a new building; but it can't see a "Silver Platter."

CIRCULATION—Find Ways to Reach the Non-Subscriber. (Study the plans he describes herein.)

ADS—Go Out and Solicit; have ideas for job work selling.

(CONTINUED FROM PAGE 15)

The *Herald* was the first paper in the county to install a composing machine, the first to adopt all-home print, the first to put all ads *off* page 1, and the first to adopt the strictly cash-in-advance subscription plan.

It has the largest list of correspondents in its county and in its section of the state.

MR. TRIPPLER'S dream of a new building was exactly fourteen years old when it came true. The building has a frontage of 42 feet on Main street, and runs back in flatiron shape 54 feet. Hollow tile is used in the construction, with brick and stucco front and corners, set around large plate glass windows with small upper lights of Florentine glass. At the street entrance there are double doors, with screen in summer and storm door in winter—inside a vestibule four feet wide and a plate glass door leading into the office. The inside description is left to Mr. Sherwood, as it directly reflects the view of a country publisher himself:

The business and editorial office extends across the front to a depth of 16 feet, a portion of the room being taken up with office supplies and stationery sales room. A fireproof vault opens from the office, ample for all files and records. The office is well appointed with oak furniture.

The windows of the *Herald* office would appeal to many publishers who desire an opportunity to display printing at times but who hestitate to erect a building with large display windows like those of a store. The windows in this building extend down well, but are of office type. Inside they are boxed up a short distance with fibre board, giving a very neat appearance either bare or with samples of printing displayed in them. One or more windows may be displayed, or all of them left bare, without in any way detracting from the appearance of the building.

To the rear of the office is the back shop—large, light, and airy, with thirteen windows and three doors. The machinery is so arranged that the work progresses in a regular manner through the shop. Part of the furniture is built by local carpenters and the entire shop is very orderly. Two large electric light fixtures and fourteen drops provide ample light for night work.

OFFICE SUPPLY AND STATIONERY SALES DEPARTMENT OF THE HERALD

◆

IN the basement, which extends under only part of the building, is the remelting furnace, casting box, saw trimmer, and type-high machine, as well as the hot air furnace.

The plant equipment includes a No. 5 Linotype, with Cutler-Hammer electric heater; Cranston drum cylinder newspaper press, with electric motor; Omaha folder, attached geared to press; Wing-Horton mailing machine; remelting machine, remelting furnace; Superior casting box and trimmer and planer; 12 x 20 Prouty and 7 x 11 Pearl jobbers, with electric motors; Boston stapler, and other items as well as a goodly supply and variety of type and accessories.

The building is what is termed fire-resisting, with the tile and brick walls, cement floor, and asphalt roof, making it practically fire-proof. Walls are sand finish plaster, the ceilings painted cream and the walls a light tan. The interior wood finish is fir, stained golden oak and varnished. Ceilings are of ample height for ventilation.

In its new plant the *Herald* chances to have returned to the first location, after wanderings in five different places about the small town.

A STAFF MEETING
(*Mr. Trippler Seated*)

IN planning his opening, Dean Trippler was induced to select a date on which the Community Club of his town and vicinity was to have one of its monthly dinners, and his guests from all over the state were entertained at this dinner. In addition to viewing the new plant, the guests were given an opportunity to inspect the new $17,000 community hospital at Canova, and to witness the workings of the club.

One hundred and fifty were served at the supper. The principal addresses were given by W. H. McMaster, governor; Charles W. Pugsley, president of State College; Paul Dutcher of Brookings, president of the South Dakota Press association; Charles McCaffree, founder of the *Herald;* C. H. J. Mitchell, business manager of the Sioux Falls *Press;* the Rev. Fr. F. P. Grabig of Epiphany, and R. O. Schaber of the Hudson *Hudsonite*. A number of local people of Canova also responded. Music for the occasion was furnished by the Canova band.

Mr. Trippler has found time to become well known in the fraternal circles of his state and to serve as president of the press association. Colleagues who pointed out his record in this regard included: B. C. Dow, business manager, Sioux Falls *Argus-Leader;* Paul W. Kie-

A Sunday School Subscription Plan Was Helpful

ser, agricultural editor at State College; Seth Thornton, director State College School of Printing, and John Wagoun, its field linotype mechanic; E. B. Yule, Alexandria *Herald;* Mr. and Mrs. C. E. Sanders, Dell Rapids *Tribune;* C. S. Troutman, Howard *Messenger;* Fred Reeve, Howard *Pioneer;* S. M. Gilbert, Salem *Register;* C. P. Sherwood and Aubrey H. Sherwood, De Smet *News;* W. S. Breneman, Fedora *Enterprise.*

SHORTLY after announcement was made that the *Herald* would erect a new building, a subscriber suggested a plan to let the community help in the project. *Every new subscription, paid, entitled the subscriber to credit for one brick in the new building. There were 162 bricks taken.* The names were published and are enclosed in the corner stone, the setting of which was a community event.

This points to Mr. Trippler's circulation methods. He states that he has tried many. All have given a measure of success. *The hardest thing is to reach non-subscribers, and most special plans have been largely effective in getting only renewals.* The best plan, he believes, is his "Rambler" stunt, of having a man circulate constantly through the county for news and subscriptions, and job work.

"Given the right kind of a man," he said, "and the business volume to justify it, and it is the only plan. I have had both the right kind and the wrong kind of a man. We have used samples, circulars and special offers with good results.

"We have also tried a plan of having Sunday Schools and other young people's organizations in the churches solicit for us. *We give the church or Sunday school a writeup, using cuts and then give them a commission of 50% on new subscriptions and 25% on renewals for all they can get in for a period of a week or so.* This has worked very well. Besides getting in some new subscribers for us we feel that it has resulted in building considerable good will for us in the localities we have covered in this way.

"I have also used a plan of sending out a little circular whenever I print an item about someone who is not a subscriber. I have gotten very good results from this but it takes a lot of time to handle it and one must have a very complete mail list. When a fellow has a large list somewhat in arrears I believe a contest is all right but in our case with a strictly cash-in-advance list is doesn't seem to pay.

"In the various stunts I have tried, I have gotten some of my subscribers paid up to 1926, but am still trying to get some people on my list who I feel should be there but are not. How to get them I don't know and for that reason, feel that my circulation stunts aren't really the right thing as yet.

"I read every once in a while where some fellow says *print a good paper and you'll get a good list.* I know that I wouldn't have over four or five hundred subscribers if I didn't continually go after them and I don't think that is enough for the amount of time and effort we put into our paper.

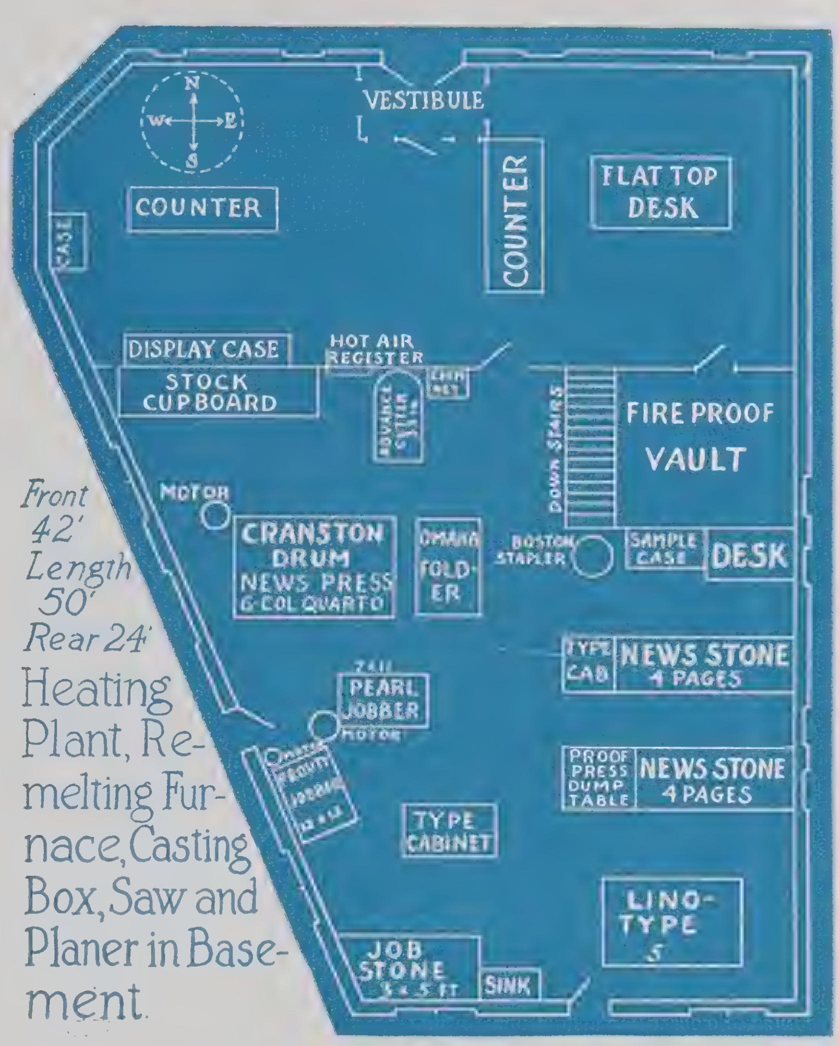
* * *

AS TO *getting ads we solicit and we are not too proud to admit it.* There is no royal road to getting ads either. It is a continual scrap to hold your own. I have used all kinds of ad services, mats, plates, etc., and sometimes get to the place where I feel like ditching the whole works. I find the average business man doesn't appreciate the service anyhow. Of course a few think it is all right, but I doubt if the percentage is large enough in any small town to justify the expense.

"We have a casting box and can cast cuts for our advertisers. We solicit the business men regularly for ads and have most of the firms represented in our paper about every week. In a town of less than 400 people a fellow must hustle and solicit business to fill an eight page all home print paper and that is what we do—*hustle!*

"I haven't made such a howling success and perhaps not as much as it appears to an outsider. *I have acquired a good plant and a nice building by working like thunder and saving my money and depriving myself of some other things but I haven't worked out a plan to make the business roll in without any help,* and even with help it doesn't come in on a silver platter. I started to work in this plant at 12 years of age."

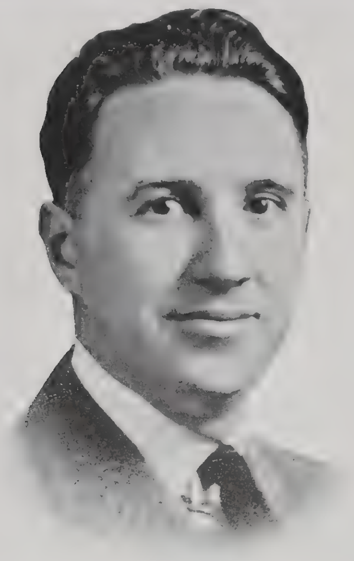
Work Moves in Successive, Regular Steps Through This New Plant



DEAN TRIPPLER'S SKETCH OF CANOVA (S. D.) HERALD FLOOR PLAN

Trains the News-Nose of His Merchants

Business Manager Upsets Policies of Advertisers and Lineage Takes Big Jump Ahead



Ralph E. Shannon
Business Manager

By Norman J. Radder
Associate Professor of Journalism
Indiana University

Suppose you are writing an advertisement for a hardware merchant and suppose you decide to feature his lawnmowers—*what are you going to say in that ad?*

If you talk about the good points of the mower it is likely to interest only a few people who happen to be in need of a mower at that particular time.

Therefore, why not *write the ad so it will interest everybody?*

How can *you* do it? How can *the advertiser* do it? With *your* help, your *news-nose!* "Put human interest into your copy," says Ralph E. Shannon, business manager and part owner of the *Evening Journal* of Washington, Iowa.

"*A bore is a fellow who talks so much about himself that he doesn't give you a chance to talk about yourself.* And that in my opinion is what is the matter with a lot of advertising. How many merchants insist on talking about 'himself, his store, his merchandise, without a thought to the interest of the reader!"

Human interest or news interest characterizes nearly all the advertising in the *Evening Journal.*

It all started about six years ago when Mr. Shannon returned to Washington from New York where he attended a meeting of the American Newspaper Publishers' Association. He heard Jason Rogers of the then New York *Globe* say that he had so much advertising he had to omit some of it. In response to a question, Mr. Rogers said he gave preference to the ads with news interest.

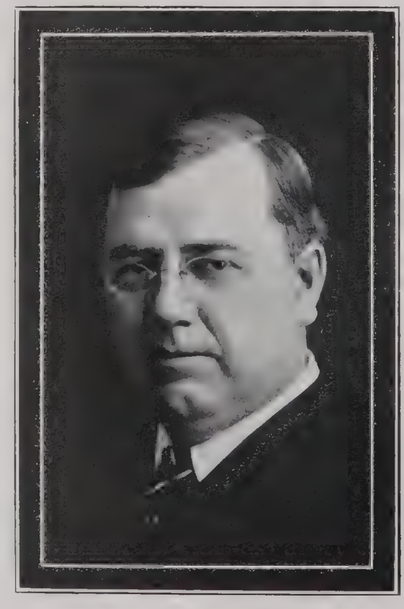
All the way home Mr. Shannon thought about that idea. Back in Washington, Iowa, he talked it over with Joe McElhinney, a furniture dealer. Joe saw the point and together they fixed up his first ad. The ad began with a story about a local incident; it mentioned furniture only incidentally, then came McElhinney's signature, and finally the top price on hogs and the weather. Altogether it made about two inches. Since that time six years ago McElhinney has never missed an issue of the paper. His ads are as much a news feature of the *Daily Journal* as any other portion of the paper.

Mr. Elhinney also has an half interest in a drug store. His partner runs a daily schedule under the caption "Ten Years Ago Today."

Rothschild, who sells women's clothing, uses a distinctly personal touch in his "Aditorials:" Mason publishes a small paper of his own in which be breezily tells the news of his store under the heading, "The Monkey Wrench;" Gus Bramer, the tailor, has obtained remarkable results from his peculiar style of advertising. The White Lumber yard, Barclay's feed store, the Wilson Coal Yard, and others have all used human interest copy to good advantage.

Here is a concrete instance of what this type of advertising will do:

A little over a year ago two young men landed in Washington and announced they were starting an oil station. There was competition at every corner already. They started a three-day-a-week schedule of advertising on the suggestion of Mr. Shannon, and began telling the public what their customers thought of Blue Ribbon Gas and Indeco Motor Oil. Note, please, they told what their customers thought and not what they themselves thought.



Orville Elder
Publisher and Editor

A year later. They have two filling stations. They opened the second just recently and sold 3,565 gallons on the opening day—pretty fair for a town of 5,000.

A year ago Frank L. Wilson, who runs a shoe store in Washington told Mr. Shannon he wasn't satisfied with the conventional shoe ad he had been running. Mr. Shannon looked through the files and found that he had been scattering his fire, now advertising one shoe and now another. He advised him to concentrate on one kind of shoe. Mr. Wilson thereupon began to emphasize the Arch Rest shoe and told in his ads the many favorable comments about the shoe that he and his clerks were hearing every day. Ten months later the Arch Rest factory told Mr. Wilson that he was the biggest buyer of Arch Rest shoes they had, size of town considered.

The Washington National Bank many months ago forsook the dignified type of bank advertising that is found in most newspapers. They decided that the public wasn't particularly interested in how much capital and surplus they had or how friendly they were or how anxious they were to serve their customers. They began telling about actual cases of thrift.

The newspapers are filled with ads that are as dry and uninteresting as government statistics, says Mr. Shannon, and added:

"Take grocery ads as an example. Three years ago we made a survey of what the public thought of our paper and our advertisements. One question asked was, "Where do you buy your groceries and why?" Here are the answers:

Accommodation and Courtesy	11.98%
Quality of goods	9.58%
Reliability	8.98%
Location	6.59%
Price	5.39%
Friendship	4.79%
Habit	1.80%
No reason given	50.89%

"The fact that more than half of the women could not explain why they patronized any particular grocery store

is, in my opinion the significant feature of the replies. Not a single groceryman, it would seem, has offered the public a definite reason for trading with him. Everyone is running just a grocery store, no individuality, nothing distinctive.

"In other lines of trade, the survey showed that people have definite reasons for trading where they did. In men's clothing only 6.25 per cent replied "no reason;" in shoes, 4.76; in furniture, 6; drugs, 2; dry goods, 1.28.

"A long list of staples with the price brought out in bold face type is the customary form of grocery ad. As a matter of fact only 5.39 per cent of the women answering the questionnaire were interested in price. Accommodation, courtesy, and quality scored highest. *There is an opportunity in every city for newspapers to increase their advertising lineage by planning a campaign for grocery stores which will point out to the public definite reasons for trading with a certain firm."*

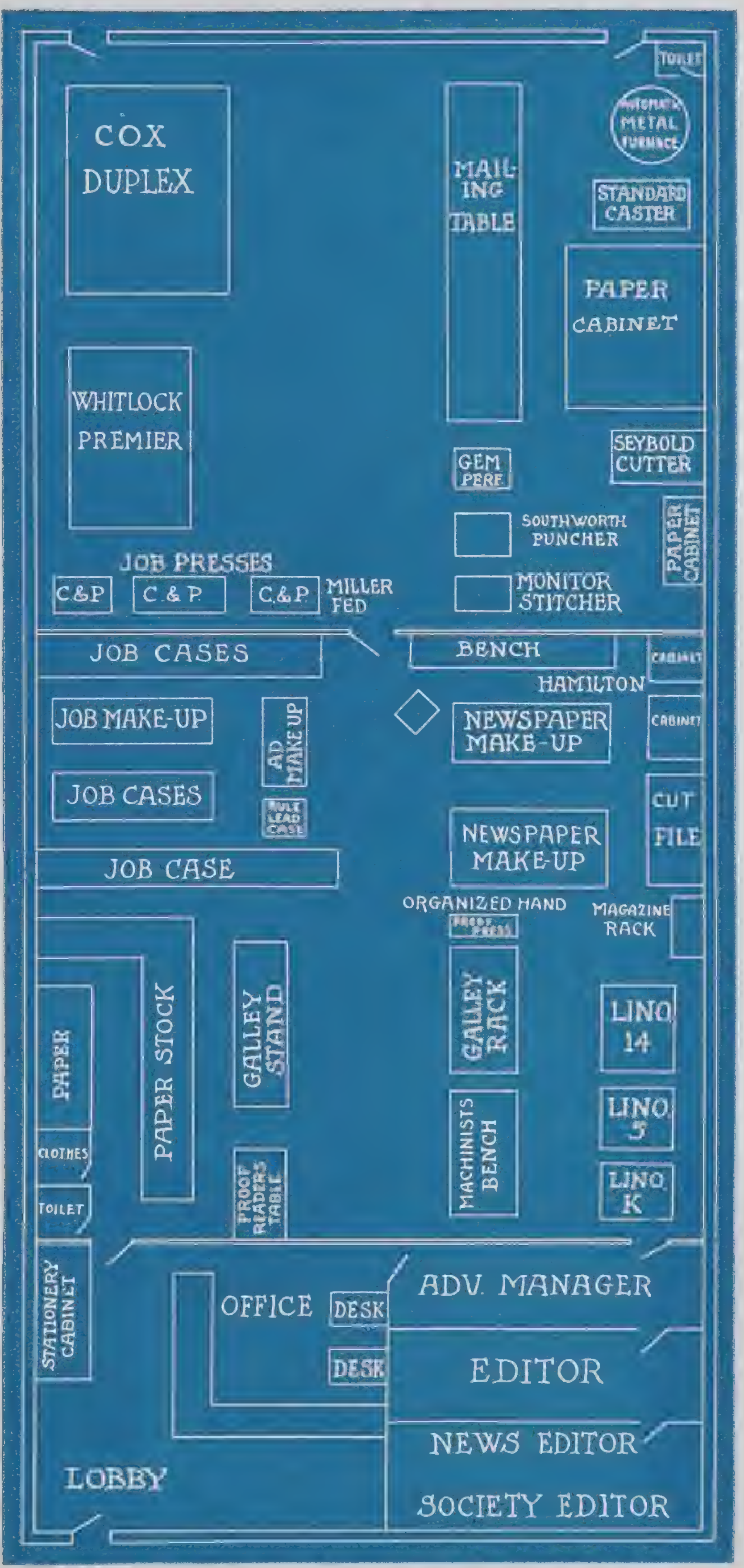
One of the distinctive features of Mr. Shannon's advertising policy is that he frequently advises merchants to use direct-by-mail advertising to supplement their newspaper publicity. While some newspaper advertising managers feel that direct-by-mail advertising is a competitor of the newspaper and should be discouraged, Mr. Shannon says it is not a detriment.

"Often direct-by-mail advertising is the logical thing for a merchant and can do something that newspaper publicity could not accomplish," he said. Here is a case in point. One of our jewelry stores recently added a gift line. I suggested to the proprietor that he look up the records of marriage licenses and circularize husbands a few days before their anniversaries something like this: 'Do you realize that on such and such a day you will be married .... years? What are you going to give your wife? We suggest ....' By giving impartial advice to merchants on their advertising problems I hope to bring them to the point where they will think of the *Journal* when they think of advertising."

There is a live Advertising club in Washington which meets twice a month. Once a month on a Wednesday the club which is made up of 42 merchants puts on a community sale of the Neosho type. This means a double truck ad for the *Journal* on the Saturday before and thus an otherwise dull Saturday is made to show up a profit on the books. About 4,000 extra papers are run off for the community sale and distributed in a territory about 40 miles square. Thus every family in Washington county and beyond can be reached. The sale is generally linked up with some news event. For instance the August sale came during Chatauqua week.

(TURN THE PAGE)

Washington (Ia.) Journal's Plant



The Building Is 33 by 120 Feet, Close to the Public Square

Farmers, City, are Joined

Methods Used by Iowa Newspaper to Help All in Its Territory

(CONTINUED FROM PAGE 19)

The system for keeping the list is interesting. Formerly an attempt was made to keep a mailing list by names. This was found impractical because of frequent changes. Now every rural carrier is given enough papers for his entire route and special carriers are employed for city distribution. This service is also available to every merchant who wishes to distribute circulars.

Washington prefers community sales rather than Dollar Days because so many merchants do not have goods which can be sold for a dollar.

The *Journal's* rate is 30 cents for local and 38 cents for foreign. On 1,000 inches of local advertising a year the rate is 25 cents. The merchants avail themselves of this reduced rate. These are allowed preferred positions. Joe McElhinney, the furniture dealer uses more than 2,000 inches a year.

The *Journal* is in an enviable position with respect to competition. It is the only daily in Washington county. Washington, the county seat, has a population of 5,000 and is the largest town in the county. The nearest city of size is Ottumwa, 54 miles west. Cedar Rapids is 60 miles north, Davenport, 70 miles east, and Burlington, 60 miles south. About 1,275 papers are distributed in the city of Washington for the 1,325 homes in the city. The *Journal* has been a member of the A. B. C. since 1915.

And, What About the Radio Newspaper?

FAYETTE (Mo.) *Advertiser*: The wireless sermon direct from the pulpit to the home is said to be successful, but just wait till it comes time for the collection.

EVERY day from 75 to 100 *Journal* readers call up to get the market report. The report is relayed to centrals in small towns and crossroad settlements and hundreds of calls are answered in this way. At first the service was opposed by hog buyers because farmers sometimes refused to sell until they had called up the *Journal*. Notices of sales are run free. During the spring they sometimes amount to a column.

THE *Journal* was founded in 1893 by Harry Keister. It was then called the *Daily Hustler*. Later it was bought by G. Logan Payne and twenty years ago it was sold to Orville Elder. Ten years ago Mr. Elder sold part of his interest to Ray E. Shannon who had been employed both in the business and editorial departments of the paper. The firm is now Elder, Shannon & Co. Fifteen years ago there were three weeklies and two dailies in Washington. Today there are one weekly and one daily.

Journal Stunts

COUNTY MAP, 15 inches square with a red dot for every home taking the *Journal*, located exactly on the map. Caption: "Keep This Map in Front of You, When You Write Your Advertisements"

A GROCERY AD: "Children Can Shop Here," and it tells of an incident on the road one night when the grocer in his car met a "little animal with white stripes" and "saved its life." Then the ad quotes prices, etc.

DRUG STORE: Runs a news item every day of ten years ago—a society item or something like that, and then takes one drug article and features it

TAILOR'S AD: Tells of colors and styles which are recently the best sellers; quotes a few prices

BANK AD: Tells how a young man in town (name omitted) got himself out of a financial pickle

Mr. Elder, the senior member of the firm, is editor while Mr. Shannon is business manager. Bruce C. Cowden is news editor. A girl covers society and another girl takes the 30-minute A. P. report and assists on locals. Mr. Shannon is aided by a solicitor, a bookkeeper and office girl. Thirty correspondents in all parts of the country cover all news of interest. Those who send in news daily are paid 75 cents a column.

The *Journal* office is just half a block from the square or public park which constitutes the center of the city of Washington. The building which is 33 by 120 is partitioned into a front office a composing room and a pressroom. The front office is 33 by 20 and is split lengthwise into two parts. The first is the main business office and the second consists of a private office for Mr. Elder, another one for Mr. Shannon, and a news room.

Both the press room and the composing room are 50 by 33. The mechanical equipment consists of three linotypes: One 14, one K and a 5; three Chandler and Price job presses, one 8 x 12 and two 10 x 15. One of the latter has a Miller automatic feed. The paper is run off on a Cox Duplex while a Whitlock Premier press is used for larger jobs. Other equipment includes a 32-inch Seybold cutter, a Monitor stitcher, a punch, a Standard full-page caster, and a metal furnace.

Do We, Or Do We Not?

Live Hook of W. S. P. A. Takes Forward Look at Coming Political Campaign

THE LIVE HOOK, *Washington State Press Association Bulletin*—"Publishers are looking into the eyes of a political campaign. Free publicity is and will be sought for the good of the party or the salvation of the issue. Frankly, you are requested to save from the remains all that remains.

"Duty calls and you must obey—the pay roll rolls on and it must be paid. Political plunder or no, the pay roll must be paid. Every line of type set represents so much money to some one. Just who is to do this paying stunt you decide.

"Politicians should pay as your merchants, industries, lodges, and others. Let your merchants request free space and off goes your exhaust and the governor balls crash through the windows.

"Start right in controlling the vast amount of free political publicity with the stern motto swiped from the florists: Say it in the advertising columns. Free publicity is scorned when coming from most every source except the professional politician—why not also?

"If publishers stand pat, free publicity will land in the paid department. Publicity must be had. If it can be obtained free, fine. If it cannot be had for the asking, rates will be requested.

"Do we or do we don't?"

◆

Rate Card and Costs Will Answer Query

By O. F. GEIGER
Editor, Mendon (O.) Herald

O. F. GEIGER

IN REGARD to reducing space prices if cuts are furnished, I should say it depends upon your regular price. If, as it generally is in small towns, that the price per inch is very low, there should *not* be an allowance made. If the price is all that the law allows, there should be an allowance made, the difference being about what your time is worth in setting up the ad. An allowance or discount for furnishing cuts "would be proper in a business sense." Hardly ever do I run across this problem.

Old Council Tree Bond

AN ENDURING BOND! The original OLD COUNCIL TREE was a famous old elm that stood for generations as a landmark in the vicinity of our paper mills at Neenah, Wisconsin. The Indian tribes, in earlier days, used the OLD COUNCIL TREE as a meeting place. It was a symbol of permanence, binding them to any agreement reached beneath its branches.

The famous sheet known today as OLD COUNCIL TREE BOND is justly named for the famous tree.

It is in merited demand among business institutions for their stationery. It, too, is a symbol of permanence and integrity, proclaiming silently but none the less effectively, the prestige of its users.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation
APPLETON, WIS.	Woelz Brothers
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.
BUFFALO, N. Y.	Holland Paper Company
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	The Chatfield & Woods Co.
CLEVELAND, OHIO	The Union Paper & Twine Co.
DES MOINES, IOWA	Carpenter Paper Co. of Iowa
DULUTH, MINN.	Peyton Paper Co.
INDIANAPOLIS, IND.	Century Paper Co.
ITHACA, N. Y.	T. G. Miller & Sons Paper Co.
LANSING, MICH.	Dudley Paper Company
LOUSIVILLE, KY.	Miller Paper Co.
MILWAUKEE, WIS.	The E. A. Bouer Co.
NEWARK, N. J.	J. E. Linde Paper Co.
NEWARK, N. J.	H. P. Andrews Paper Co.
NEW YORK CITY	J. E. Linde Paper Co.
NEW YORK CITY	H. P. Andrews Paper Co.
PITTSBURGH, PA.	Potter-Brown Paper Co.
PORTLAND, ORE.	Blake, McFall Company
RICHMOND, VA.	Epes-Fitzgerald Paper Co.
ST. LOUIS, MO.	Acme Paper Company
SEATTLE, WASH.	American Paper Company
SPRINGFIELD, MO.	Springfield Paper Co.
TACOMA, WASH.	Tacoma Paper & Stationery Co.
TOLEDO, OHIO	Commerce Paper Company

NEW YORK CITY, *Export* American Paper Exports, Inc.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Check the ✓ Names

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

You *KNOW!* But, What About the *Advertiser?*

"The publications of this country police the advertising of a Nation"
—O. H. KEPLEY

EDITOR'S NOTE: Have you ever consciously realized how very much of a sincere difference there can be in the view-point of an *advertiser*, and in *your own* inborn, newspaper-trained *understanding* of a phase or of the whole subject of Advertising? On such questions as circulation value vs. quantity, service, direct returns? On questions which to a newspaperman seem utterly commonplace? Even on such a seemingly trite and long-answered query, *"Does Advertising Pay?"* Questions also fraught with a sense of danger to you, in that you feel they may raise unnecessary and unfair resistance in the minds of the uninformed?

If you were born and raised in the newspaper business, or have been in it a long time, you probably have *not* realized that the view-points of the advertiser and yourself can still be, even today, as widely apart as an ocean, as sincere as they are wide.

FOLLOWING the series of articles in January and February "NPJ" on questions now being asked increasingly by advertisers, advertising managers' associations, and so on—some of which did seem trite at first glance to newspapermen, but which must be faced especially now in the big league move to prove up heretofore untouched possibilities for the advertisers in the newspapers of America—we present a most unusual "third chapter" on this subject.

This article looks at these questions, it may be said, first from one side, the newspaper, and then from the other, the buyer of advertising; and, so, helps to attain that one thing alone worth while, *THE* viewpoint, *the absolute and right viewpoint.*

MR. KEPLEY, the writer, is a practical printer and newspaper editor-manager. Before he voted he had managed and edited two country newspapers. Later he spent several years with the Keystone Type Foundry when that concern was closely affiliated with N. W. Ayer & Son, during which time he was in intimate contact with many publishers. In the early days of the Multigraph he associated with that concern, and received broad experience in direct-mail-advertising, returning recently to direct contact with the printing and publishing field as general sales manager, and in charge of advertising, for the old house of H. B. Rouse & Co., Chicago.

Acting on Mr. Kepley's closing suggestion in this article, "NPJ" cheerfully offers its columns as a clearing house for the publishers on the subject "How to Prove the Value of Display Advertising" in its various ramifications.

A Striking Slant on Possible View-Points of Space-Buyers Who Weren't Born and Bred in the Newspaper Business; When ANALYZING Advertising Is Not ATTACKING Advertising

By O. H. KEPLEY

General Sales Manager
H. B. Rouse & Co.

WHY should anyone defend the value of advertising—why should I explain the obvious? Born almost at the door of my father's newspaper office, I inherited my belief in advertising along with the knowledge that all Democrats have horns. My early political prejudices have mellowed considerably with the passing years, but that first faith in the power of advertising still persists. No one explained why advertising pays. No graphic charts were used to illustrate the whys and wherefores of advertising. In fact I do not recall that anyone ever told me in so many words that advertising was necessary to business. *I just absorbed that fact in the ink-scented air of the newspaper office.* It is doubtful if any man with whom I learned the printing business would have taken the trouble to explain the necessity for advertising to any poor misguided soul who might have been nit-witted enough to ask about it.

Every newspaper man—every printer—understands how I felt about it when I was a cub in the game—and how I therefore feel about it today. All of us *know* that advertising is one of the most vital forces in the business world. We have seen it misused, abused, underdone and overdone but *not one of us ever saw Advertising fail.* To those of us who were born into newspaperdom, faith in advertising is like unto our religion—and requires as little defense or explanation.

THERE is another group of people in our world—*those men who pay for advertising.* Many of them never have been inside a newspaper office, and know nothing of the traditions of our Art. Some of them are young men just out of school, groping for tangible facts on which to base advertising appropriations. They are just as sincere in their desire to analyze advertising as we are in our loyalty to it. While I need not ask for proof, because I have assimilated the proofs over many years of experience, the man who advertises and asks "how can I prove that display advertising pays?" is entitled to a satisfactory answer.

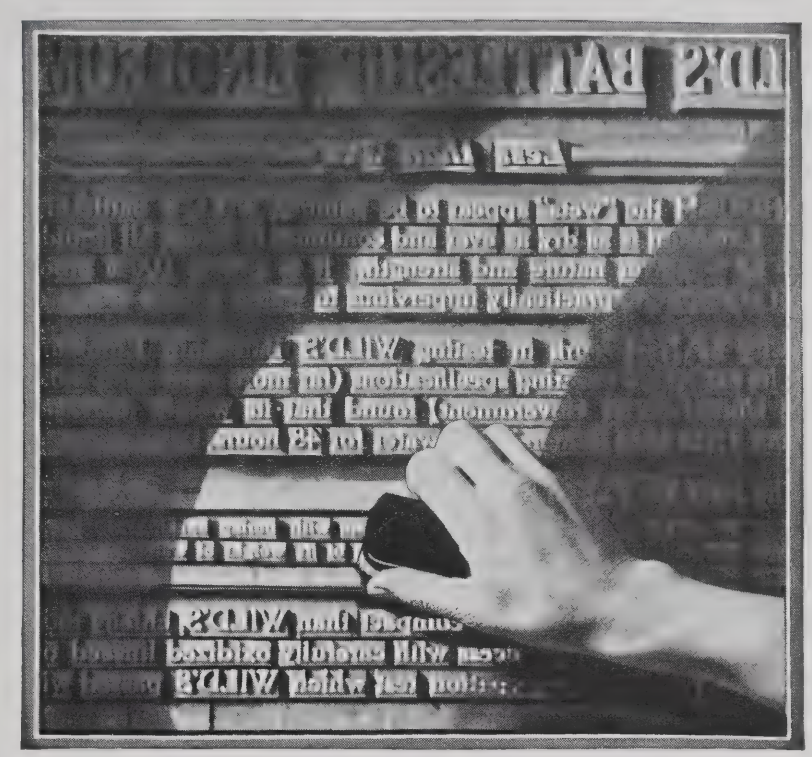
O. H. KEPLEY

Merely because a man seeks to *analyze* is not an indication that he is *attacking* advertising. He may believe in it just as fully as you do, but his distribution of an advertising appropriation may require proof of the relative values of various types of advertising.

How many publishers or printers have paused to consider the *youth* of advertising as a business? Modern advertising—as we know it today—dates back only a few years. A department store in Chicago is credited with having run the first full page ad only within this generation. While *newspaper advertising is the pioneer*, recent years have brought other strong advertising forces into existence. Even the country merchant often divides his appropriation between newspapers, bill boards and mailing circulars. We expect a great deal of an advertiser when we ask him to weigh these three advertising mediums without definite facts concerning the results to be expected.

A BALANCED diet in advertising is just as vital to the growth of a business as a balanced diet is to a child. You newspaper men are doctors in your field, and when a man comes to you for a prescription, is it fair to merely prescribe "advertising?" You would fire a doctor who put you on a diet of "food." Is any constructive assistance given to an advertiser when you broadly state "advertising pays," or more specifically "it pays to advertise in *my* paper?"

(TURN TO PAGE 24)



Only a few drops needed to clean dirtiest type, cuts, and fountains. No hard rubbing necessary. "Instantaneous" does all the work with magical speed

PHENOID

TRADE MARK

INSTANTANEOUS

TYPE CLEANER

If minutes mean money to you, this super-solvent will quickly prove itself an important money saver in your plant, for "INSTANTANEOUS" cuts in half the usual time required for cleaning type, cuts, and fountains.

"INSTANTANEOUS" dissolves hard-caked ink as easily as it does fresh smudges, it makes half-tone cuts like new in a few seconds, and there has never been anything so efficient for fountain washing. It dries almost instantly and guarantees an unmuddied run on all jobs.

SEND FOR TRIAL QUART

Put a quart of PHENOID "INSTANTANEOUS" to the hardest tests you know. See for yourself how quickly it works and how it can save the time of your workmen

Trial Quart, $1.00 **Gallon Cans, $3.00**

CHALMERS CHEMICAL COMPANY

Specialists for over 20 years in Solvents and Detergents

123 Chestnut Street Newark, N. J.

Take Two Minutes NOW and Learn Carroll's Big Lesson

President of Newspaper Advertising Executives Shows How the Publishers' Habitual Phrasing Loses Business, and Tells How All Can Easily Overcome the Fault

By FRANK T. CARROLL
President, Association of Newspaper Advertising Executives
Advertising Manager, Indianapolis (Ind.) Daily News

A FEW days ago I was talking with an advertising agency man who referred to "national" advertising time after time with no other thought but that *NATIONAL advertising is necessarily periodical publication advertising.* He knew that hundreds of truly national campaigns appear in the newspapers but to him "national" advertising was the synonym for *magazine* advertising and "local" advertising was the synonym for ALL *newspaper* advertising. Undoubtedly you have had the same experience many times.

We newspaper men are needlessly handicapped in the sale of national advertising by this unfortunate terminology. It is surprising to note how many manufacturers and agency men, even among those who regularly place national advertising in newspapers, unconsciously promote the sale of magazine advertising to the detriment of newspapers by the use of terms such as "national magazine" advertising and "local newspaper" advertising. Even newspaper men in no small number contribute in this way to the impression that magazines are the primary national medium.

IT IS within the power of newspaper men to counteract this natural advantage of the magazines and with little or no expense. But it will not be so easy as it entails a change in habit both upon our part and upon that of advertisers and agencies.

Here is my suggestion:—Let us standardize all of our promotion advertising—trade journal, direct by mail, office advertising, etc.

1. By the use of the words "periodical publication" advertising when it is necessary to refer to magazine advertising.
2. By the use of the term "national" advertising in referring to national newspaper advertising. It will pay us to forget the word "foreign."

I ALSO suggest that we apply the same rules throughout our offices in personal solicitation of national advertising and in our regular correspondence with manufacturers and advertising agencies.

FRANK T. CARROLL

◆

PUBLICATIONS ARE "POLICE FORCES" OF ADVERTISING

(CONTINUED FROM PAGE 22)

IT IS my honest belief that *display advertising is the backbone of the majority of advertising campaigns.* It establishes the standing of a business in the local community or in the nation, somewhat as the residence of an individual is the permanent sign of social standing. Almost any little business can slip into the mail with fancy literature, but before that business can take up residence in the columns of a good paper, it must prove its right to a place alongside other firms. *The newspapers and magazines of this country police the advertising of a nation.* Once an advertiser has earned the right to display publicity, his mailing circulars and bill boards have a multiplied value. If good newspapers and magazines accept the advertising of any concern, that business is marked as one worthy of trust. This is no implication that the prominent bill posting concerns are any less careful about accepting clients, but the power of bill boards is limited to their travel lanes, while newspapers blanket the country and wield the most powerful influence.

For creation of prestige, mailing circulars hardly need be mentioned. Just as a homeless, flashily dressed stranger may drop into your community, bent on business good or questionable, so is it possible for the ornate circular to invade the home. It may come from one of our strongest institutions, but it could just as easily come from a homeless, questionable source. Your solid citizens build homes as evidence of social permanence. *Good advertisers should use display publicity to indicate business permanence.* Then for a "balanced diet," use direct mail advertising and bill boards in proper proportion. These latter mediums will have full power when *backed up by the police force of display publicity.*

ONCE in a while it is advisable to instruct an advertiser in the meaning of the term "advertising." There are many advertisers—some of them big ones—who still look upon all forms of advertising as a sort of alms to the publisher. These people advertise under protest—somewhat as we buy tickets for the Police Ball, fearing that they might remember us unkindly the next time we are pinched for speeding. To such concerns I would say "Advertising *IS* Selling. The meaning of these words is identical—in practice and result.

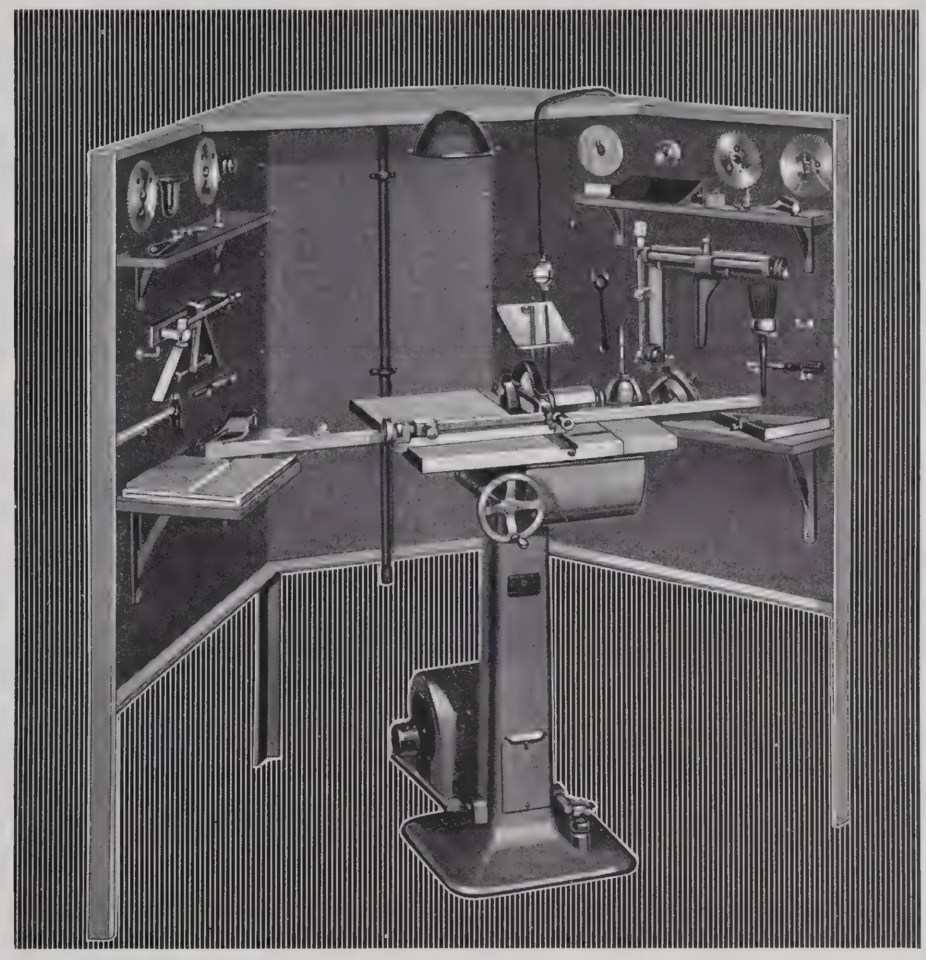
The first and most potent form of selling is oral solicitation. If I build a mouse trap and visit all my friends to ask them to buy it—I am selling. Wishing a larger circle of buyers than I can reach personally, I may employ salesmen to imitate me. Desiring a still larger market, I TALK ON PAPER. Therefore advertising IS selling, and no amount of argument can change that. If I am a good personal salesman, I present my sales argument in the most convincing and pleasing form, wasting the least possible time of my prospect. Good advertising should do likewise.

WHEN the company that I represent ran the test advertisement in the January issue of "NPJ," I wrote my good friend, Editor John Meyer, explaining that it was my intention to stir up a discussion of the question "Does Display Advertising Pay?"—and its sequel "How Can I Prove It?" As an ex-publisher I do not require an answer to either question, but there are thousands of advertisers in this country groping for answers to those questions.

Those advertisers are just as rightfully entitled to a convincing answer as you are when you inquire into the merits of a printing press or a motor car. If one of your advertisers has $10,000 to spend and comes to you with the question "How can I determine the proper proportion of this amount to spend in newspaper display?" there is a logical and convincing answer to the question—and the advertiser is entitled to it.

Because advertising is perhaps the youngest member of modern big business, little has been done in research that helps the publisher to answer such questions conclusively. It is my thought that through the "NPJ" as a clearing house, a monthly series of articles on this subject could be submitted by the newspaper fraternity. Such an exchange of the best thoughts and practices will have a far reaching educational value in every newspaper office, advertising agency and advertiser's mind in this country.

HAMILTON



Hamilton Saw Guard No. 15744

FOR saw-trimmer or plain saw, in composing room, electrotype or stereotype foundry. A cabinet as well as a screen or guard — everything auxiliary to the most accurate and rapid use of the machine kept in order and ready to hand. Note handy shelves, light fixture, open base for passage of metal truck, ample room for extension gauge, minimum of floor space.

With flying chips and sawdust confined by this guard — with no danger of damage to other equipment or machines — and no possibility of discomfort or injury to the workmen — the saw may be wherever it can give its maximum of service as a standardizer of material and a profit-maker.

SPECIFICATIONS: Width, front, 64", back, 20". Depth, 31". Height, 60". Base opening, 18" to floor. Long and short tool hooks on both sides. Upper shelves, 4 x 24 inches, flat; lower shelves, 8 x 24 inches, slightly tilted. In steel only; baked olive enamel. Shipped K.D., with instructions.

THE HAMILTON MANUFACTURING COMPANY
TWO RIVERS, WISCONSIN Eastern House: RAHWAY, N. J.

HAMILTON goods are for sale by all prominent type founders and dealers everywhere

Burgess, Retiring as I. D. P. A. Chief, Calls Press "Critics" to Order

America's Printer-Journalists Nearer to Freedom From Untoward Influences Today Than Ever Before, Shows Mississippi Valley Publisher

A notable contribution to the records and annals of American journalism was made at the annual meeting of the Inland Daily Press Association, in Chicago, Feb. 19-20, by the retiring president, Frank H. Burgess, publisher of the La Crosse (Wis.) *Tribune-Leader Press,* in laying down the gavel after two years to be succeeded by George D. Lindsay, Marion (Ind.) *Chronicle.* "NPJ" is happy to be able to record Mr. Burgess' remarks as the most masterful, brief and expressive review of the present day situation in printing-journalism, which has been voiced in recent years—also some of the "guide-posts" which Mr. Burgess set up for the Inland of the greater future, which are of unusual worth to every association and every association member in this country.

◆

I am happy upon laying down this gavel, in the knowledge that there has grown up among us an idealism that dominates the publisher of today. Never before has the press been so criticized as a thing subservient to material interest. *The truth is that never before has the press come so near to freedom from these influences.* Fed to misrepresentations, *the public does not know this, but it will know it,* because the truth always prevails.

Probably there is no man here who in his newspaper career has not experienced the trials and temptations of financial dependence. That was the prevailing condition of the newspapers which we took hold of a few years ago. You men have made these newspapers financially independent. *We have come to the point at which we can look our biggest advertisers in the face and say "NO" without thinking of next week's payroll.*

That would have mattered little had we not come, with our new independence, to a new sense of responsibility. This sense of responsibility has produced a new idealism. I am not indulging in idle sentiment. The publisher of today is actuated in his conduct by considerations of the public welfare, local, state and national, to a far greater degree than ever before.

Continued to Third Column

I am proud of this new idealism of modern journalism. I have read it in you, and it has come back to me multiplied because of your devotion to it. The achievement of American Journalism in civic obligation, as it finds expression in our respective papers, is individual. But my brief for the Inland Daily Press Association is that it has organized this individual idealism, this individual sense of public service, into an impelling force of national significance. You have built here a unity of high purpose and of understanding concerning the greater things of life and made of it a living agency of wholesome progress.

I thank you for the deep impression of these truths that you have given me. I need not make predictions for the future. What you have thought, what you have done, what you have lived, in your daily editions, is this country's guarantee of our fealty to the things which make life noble.

George D. Lindsay

◆

I. D. P. A.'s New President

The Inland Daily Press Association has a record of choosing as its presidents newspaper publishers who stand out in the mid-western field of printing-journalism by virtue of things started and *finished* both in their own businesses and in cooperative work among their fellows. The choice for 1924-5, made by acclamation at the 1924 annual in Chicago in February, is George D. Lindsay, Marion (Ind.) *Chronicle,* succeeding Frank H. Burgess, La Crosse (Wis.) *Tribune-Leader Press,* who served two terms.

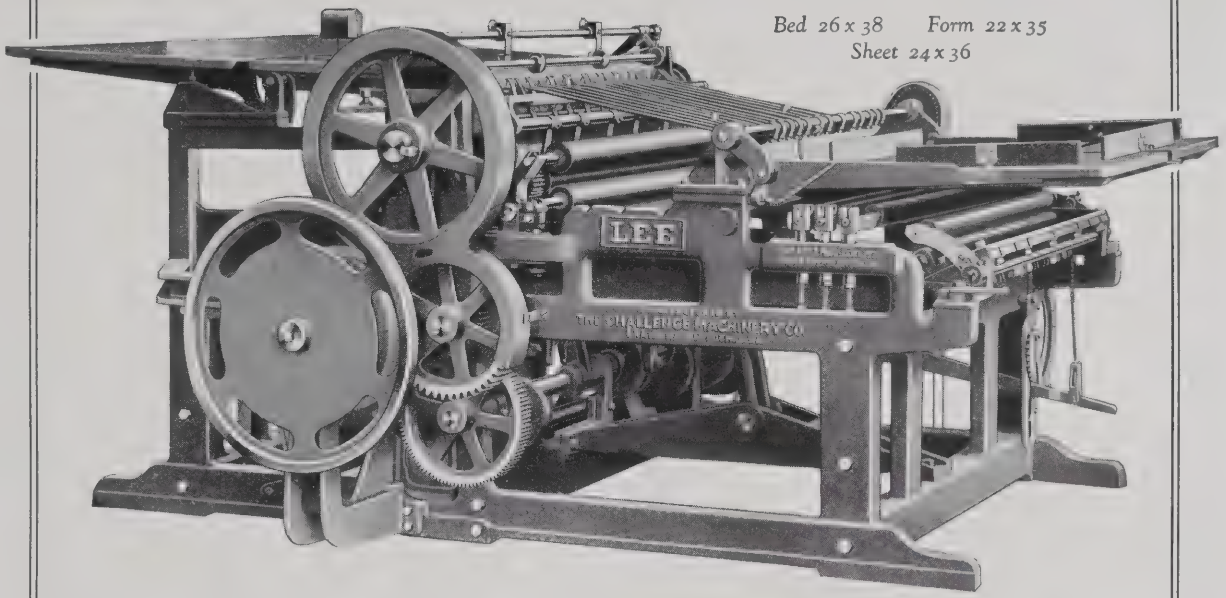
Mr. Lindsay was a widely-known attorney before entering the field of printing-journalism. Fifteen years ago he bought an interest in the *Chronicle,* then owned and edited by George B. Lockwood, the present secretary of the National Republican committee, and editor and publisher of the *National Republican.* In 1912 Mr. Lockwood bought the Muncie (Ind.) *Press,* and sold the remaining interest in the Marion *Chronicle* to Mr. Lindsay who has managed and edited the paper since then, making it a powerful and profitable property. He has made a record in cleaning up corrupt politics in his county and state.

Mr. Lindsay has been a leader in securing for the republican press of his state a fuller recognition of its place in the state and national councils of the party. He has served as president of the Indiana Republican Editorial Association.

The next meeting of the Inland has been set for May 20 and 21, at Chicago, Secretary Tufford reports.

An Achievement

In Pony Cylinder Press Construction



Bed 26 x 38 Form 22 x 35
Sheet 24 x 36

The Lee Two-Revolution Press

is a really simplified, easily handled, two-roller cylinder press that will economically turn out every kind of printing done in a modern plant, from a small circular or 10 x 15 Gordon form up to a 24 x 36 inch sheet in colors and which may call for the closest kind of register.

The Lee Press is extremely economical in first cost, in operation and in upkeep, delivering a quality product of which you may feel proud, and above all, at the lowest possible cost.

You can not afford to ignore these points of superiority in the Lee Press when buying a pony cylinder press for general all-around requirements:

Moderate First Cost
Economical Upkeep
Low Cost of Operation
Ease of Handling
Perfection of Register
Simplification of Parts
Conveniences for Operator
Rigid Impression
Fine Distribution
Strength and Durability
Large Range of Work
Superior Product

Send Today for Price and Full Particulars

The Challenge Machinery Co., *Manufacturers*

CHICAGO, 124 S. Wells St.
Grand Haven, Mich.
NEW YORK, 220 W. 19th St.

Canadian Representative: GRAPHIC ARTS MACHINERY LIMITED, Toronto

III.—Cost Finding for Printers and Publishers

(In Twelve Sections—All Rights Reserved)

Sec. III—MATERIALS

By W. H. BRIDGMAN

In Co-operation with Wisconsin University Extension Division.

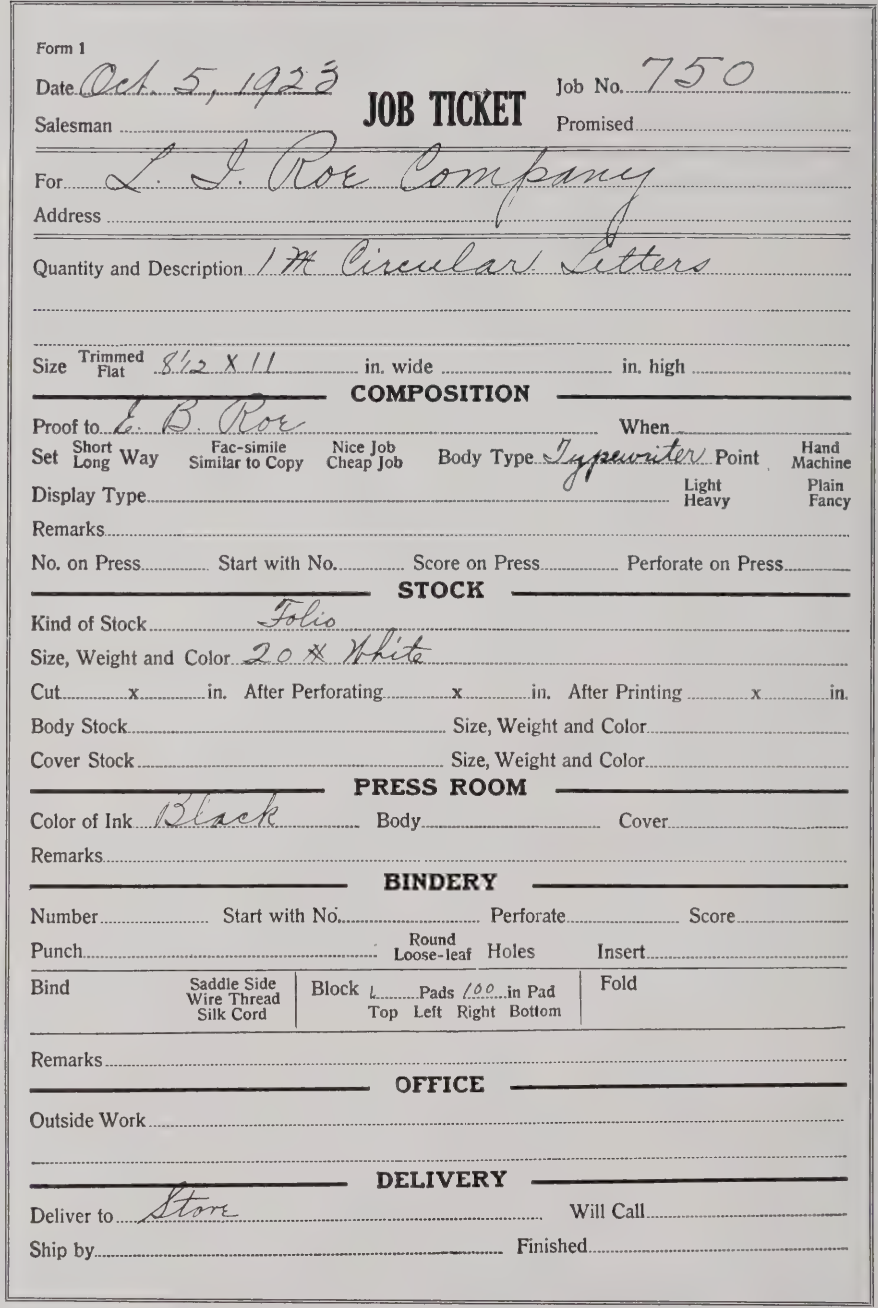
III—MATERIALS

UNDER the operation of the cost system, the person who is authorized to take an order for printing makes the original record by entering the order on *Form 1.* (see illustration) This is known as the *Job Ticket* which is in the form of a large open end envelope on one side of which is printed a form for the specifications of any job of printing, including the name of the customer. This form also bears a serial number by which the job will be identified in its course through the plant and through the cost system and general accounting system of the business office.

When the order is received and the specifications entered on the Job Ticket form, the copy for the job is placed inside the envelope which is placed in a receptacle provided for new jobs, to await the hands of the printer.

Let us assume that an order has been received from "L. I. Roe Company" for 1,000 circular letters and the original entry of the order has been made on Job Ticket No. 750. This ticket will be made a part of this assignment and we shall have occasion to refer to it in future assignments.

THE first thing to be considered at this stage is the material or stock to be used in the production of the job. Frequently, it is necessary to order the exact quality and quantity of stock required to produce the job. When located convenient to a wholesale paper house, many printers order practically all their stock in this way from choice and avoid the necessity of a considerable investment in stock. But printers located in country towns find it necessary to carry considerable stocks of material. There is an advantage in this in that paper dealers usually make extra charge for breaking the ordinary commercial packages in which printers' stock is sold. The printer who buys a fraction of a ream of stock is frequently required to pay 10 per cent, in addition to the ream price.



Form 1

Date Oct. 5, 1923 **JOB TICKET** Job No. 750

Salesman .... Promised ....

For L. I. Roe Company

Address ....

Quantity and Description 1 M Circular Letters

Size Trimmed Flat 8½ x 11 in. wide .... in. high ....

COMPOSITION

Proof to E. B. Roe When ....

Set Short Long Way Fac-simile Similar to Copy Nice Job Cheap Job Body Type Typewriter Point Hand Machine

Display Type .... Light Heavy Plain Fancy

Remarks ....

No. on Press .... Start with No. .... Score on Press .... Perforate on Press ....

STOCK

Kind of Stock Folio

Size, Weight and Color 20 # White

Cut .... x .... in. After Perforating .... x .... in. After Printing .... x .... in.

Body Stock .... Size, Weight and Color ....

Cover Stock .... Size, Weight and Color ....

PRESS ROOM

Color of Ink Black Body .... Cover ....

Remarks ....

BINDERY

Number .... Start with No. .... Perforate .... Score ....

Punch .... Round Loose-leaf Holes Insert ....

Bind Saddle Side Wire Thread Silk Cord | Block L Pads 100 in Pad Top Left Right Bottom | Fold

Remarks ....

OFFICE

Outside Work ....

DELIVERY

Deliver to Store Will Call ....

Ship by .... Finished ....

THE FIRST OF THIS ARTICLE EXPLAINS THIS IMPORTANT FORM

But *a recognized department of every plant is the stock room.* This may not be in fact a room, but may be merely some shelving or cupboards for stock in any room in the plant. But for purposes of this course, the place where the stock is kept will be referred to as the stock room. And all stock used in the production of the job must be treated as coming from the stock room, whether it be paper stock, ink, cloth, boards, electrotypes or cuts especially prepared for the job. The stock room may be the store room also of the indirect materials referred to in the previous lesson, such as proofing paper, string, benzine, tympan paper, waste, oils, belts and laces, brushes, office stationery, ribbons, carbon paper and record books, which are taken as needed and charged to the department in which they are used and to be absorbed in the operating cost of the department. The direct materials referred to above, however, are withdrawn only on requisition for some job and become a part of the cost of the job.

THE well systematized business maintains a perpetual loose leaf or card index inventory of the stock room from which it is possible to know the exact amount of any material on hand at any time. But this is not necessary for purposes of cost finding. However, the purposes of cost finding may be served by the person in charge of the stock if he will keep a *daily record of stock, used or withdrawn.* (see illustration) On this record should be entered each withdrawal of stock. In the

(TURN TO PAGE 30)

. . . . . . With important work to be done—something to be told—something to be sold—would you pick as messenger one distinguished only for his beauty, modesty or refinement, attire him handsomely in the most recent foibles of fashion, and send him forth to contend against a myriad for the attention of the multitude? No, not when a really strong man of vigorous, commanding personality, and withal a gentleman born and of goodly aspect, is available for the job.

Cooper Black is the telling and selling type supreme

It fills the eye and delivers the message with the convincing force of powerful expression

IT DOMINATES

In the broadside or selling folder it opens on the vision with a smash. Midst the throng of advertisements that congregate each day in the market place of the newspaper page, polite manner and fine raiment get little attention for the crier of wares if the voice be weak. But the visual voice of Cooper Black rises above the din of clamoring claimants and says its say clear and strong.

And this is ONE reason why successful advertising men so often specify its use in publicity material of all sorts

◆

Printers and Publishers

If wouldst prosper to the full—needs must study the business of making advertising do its job—which is to tell and sell. In this work of paramount import to prosperity, Cooper and Cooper Black are aids extraordinary.

Our houses will send specimens and prices on request

SUPERIOR PRODUCTS SINCE 1868

Barnhart Brothers & Spindler

ORIGINATORS OF
"TYPES THAT TALK"

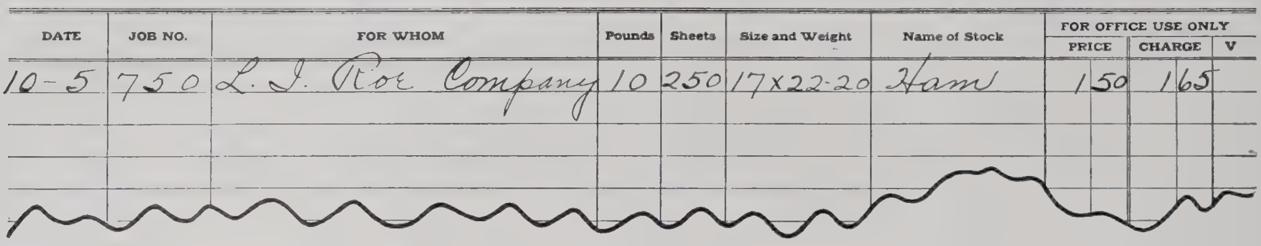
Chicago Washington, D.C. Dallas Omaha Seattle
Kansas City Saint Louis Saint Paul Vancouver, B.C.

Set in Cooper and Cooper Black
Brass Rule Borders with new Octagon Brazed Corners

Cost Finding for Printers and Publishers : : : : : : : :

CONTINUED FROM P. 28

DAILY STOCK CHARGES



DATE	JOB NO.	FOR WHOM	Pounds	Sheets	Size and Weight	Name of Stock	FOR OFFICE USE ONLY		
							PRICE	CHARGE	V
10-5	750	L. J. Roe Company	10	250	17x22-20	Ham	1 50	1 65	

MR. BRIDGMAN TELLS YOU HEREIN HOW TO USE A STOCK RECORD AND ITS VITAL IMPORTANCE TO YOU

case of direct materials, the entry should indicate kind of stock used, the size, weight and number of sheets, the name of customer and the number of job for which used. This *daily stock used record* should be turned over to the keeper of the cost system at the close of each day and the items thereon should be charged to the various jobs for which the stock was selected.

It is the duty of the person keeping the cost system records to compute the cost of stock used in the job and enter the item on the record of the job in the place provided for it, to which we will refer hereafter.

THIS brings us to a consideration of *what constitutes the COST of Stock.* Resolution No. 7, adopted by the first American Cost Congress, reads as follows:

> "RESOLVED that stock handling, storage, receiving and shipping should share, where possible to be kept as a separate department or departments, the expense to be applied and liquidated upon a percentage basis against the cost of the paper stock. To cover the cost of handling stock (when stock is not kept as a separate department) we suggest a minimum of ten per cent. be added to the delivered price at the plant, profit to be added to this amount."

Whether or not stock handling or the stock room shall be conducted as a department of the business must be determined by the cost accountant after an investigation of the conditions. For the plant which carries but a small stock or which receives its material largely on special orders, an arbitrary figure such as the 10 per cent suggested, will best serve the purpose. However, for the plant carrying a considerable amount of stock and having considerable floor space devoted to that purpose, it is desirable that the actual cost of stock handling be determined. Obviously *the cost of stock is the invoice price plus the cartage, freight and handling in the plant. These handling costs include not alone the workman's time in unpacking, piling or shelving the stock, but rent, insurance, taxes and interest on their investment.* In the light of changed conditions since the adoption twenty years ago of the resolution quoted, it is safe to say that 15 per cent should be substituted for 10 per cent in cost accounting practice at the present time.

To Catch Up

READERS whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, so far as possible and subject to prior requests.

If it is decided to keep a stock room department, the monthly operating cost of this department *plus the overhead* will reveal the total stock handling cost for the given period. The relation of this total cost to the total investment in stock for the period will indicate the percentage to be added to the invoice price in order to ascertain the actual cost of stock. *For example,* the total amount of stock handled for a period of one month cost $1,750 according to invoices. The cost of freight, cartage and handling plus the overhead was $262.50. A calculation shows that $262.50 is 15 per cent of $1,750.00. Therefore, 15 per cent should be added to the invoice price of each parcel of stock to determine its actual cost before charging it to the job in which it is used. On this cost, profit should be computed whether stock is used for manufacturing purposes or is sold direct to a customer.

AT this time the student should familiarize himself with the different sizes of paper stock used by printers and the names by which these sizes are known to the trade. He should also acquaint himself with the various packages of printers' stock and the meaning of weight as applied to paper stock.

The more common sizes of printers' stock are Demy 16x21; Folio 17x22; Double Cap 17x28; Medium 18x23; Royal 19x24; Super Royal 20x28. Newspaper stock or print paper comes in sizes adapted to use for newspapers of different sizes. For a five column folio newspaper there is 20x21; six column folio 22x36; seven column folio 24x36; six column quarto 30x44; seven column quarto 35x48. All these sizes of stock come, especially the job printing stock, in a variety of weights. These sizes have been standardized for the printing trade and all jobs or estimates of printing jobs are based on stock of some of this wide variety of sizes and weights. The

(TURN TO PAGE 32)

National Printer-Journalist Service Coupon

TO UNIVERSITY OF WISCONSIN, *Extension Division,*
DR. LOUIS E. REBER, *Dean,*
MADISON, WISCONSIN.

Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the BRIDGMAN-U. OF W. EXTENSION DIVISION articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

If interested in getting information about Complete Extension Course of Study on this subject, check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant ....
.... *Title or Position* ....
Street, No. ....
.........1924 *City* .... *State* ....

(Attach This Coupon Firmly to Letter)

If it is desired to buy forms, please attach separate letter.

THE CINCINNATI TIMES-STAR
Unloading Sale!
CINCINNATI LATEST NIGHT TIMES-STAR.
ALIENISTS BEGIN FIGHT TO SAVE HARRY THAW
NOTICE OF BOND PURCHASE
HELD ASYLUM ATTACHES
WALL TO HOLD BACK FLOOD
NAVY SCHOOLBOYS HAD STRUGGLE TO PREVENT SINKING OF OLD SHIP
CINCINNATI TIMES-STAR
LATE FINANCIAL EDITION
EXPLOSIONS SHAKE WESTERN SUBURB
CREEL SAYS HE AND DOHENY COULDN'T AGREE
TUT-ANKH-AMEN'S COFFIN OPENED; MOST MAGNIFICENT MUMMY CASE IS REVEALED
M'DONALD PLEADS WITH PARLIAMENT TO "KEEP STEADY"
NO MORE DELAY IN TRACTION DISPUTE
MISSING MODEL MAY HAVE WED "COWBOY"
M'LEAN MAY BUY GRANDIN ROAD RESIDENCE
COOLIDGE TIPS HAT BUT MAKES NO SPEECHES

Goss Printed
for three decades

THE CINCINNATI DAILY TIMES-STAR

–in 1895, the largest order with which we had been favored up to that year, was tendered to our Mr. Fred Goss (now deceased), by the Daily Times-Star of Cincinnati, Ohio. It called for *three* Goss Straightline Presses of the decker type. The splendid performance of these presses, in the ensuing twelve years engendered so implicit a faith in the Goss institution that

–in 1907, this same newspaper had the courage, foresight and wisdom to order the *first three* Goss High-Speed Sextuple Presses ever produced. Veterans of Newspaperdom will recall how these Goss Presses, by reason of their fifty per cent greater speed, rapidly revolutionized the business of newspaper printing. So satisfactorily have these three original Goss High-Speed Presses printed the Times-Star, six days a week for seventeen years, that in March 1912, two more Goss Sextuple Presses of same design were added to the original battery, and

–in 1924, the Times-Star is having us build two more of these presses to accommodate the demand for still more papers. We believe that the facts, as set forth, speak for themselves—and for us.

Inquiries are cordially invited.

GOSS

PRINTING PRESSES

THE GOSS PRINTING PRESS CO., CHICAGO

Section III: Cost Finding

(CONTINUED FROM PAGE 30)

variety of boards, such as tag, bristol, china, press board, straw board, cloth board, etc., each have sizes and weights peculiar to their class which it is impossible to enumerate here.

Solutions of problems in finding the cost of stock necessitate a visit to a printer's stock room or an interview with someone informed on the subject. We also recommend the study of the current catalogs of some well known wholesale paper houses.

It is the custom in all plants where a cost accounting system is in use to *make a direct charge for ink to each job.* The nature of the job and the quality of the ink used are factors determining the amount to be charged. There should be a minimum charge for the general run of small jobs while the charge for larger jobs should be the subject of frequent conferences between the pressman and the cost accountant.

Test Questions

SECTION III

1.—*Describe Form 1 and its use.*

2.—*Describe the different ways of ordering printer's stock.*

3.—*Describe a stock room and its use.*

4.—*Describe a method of keeping accounts with the stock room.*

5.—*What constitutes the cost of stock used in a job? Quote authority.*

6.—*How will you determine whether or not the stock room should be kept as a separate department?*

7.—*Give the trade names of five sizes of flat paper stock used by printers.*

8.—PROBLEM: The Phoenix Printing Company carried stock during August which was invoiced to them at $1225.00. The cost of freight, cartage and handling was $147.00. *Select from this stock material for* 1,100-10 *lb. letter heads. Give manufacturer's name of stock, the trade name of size selected, weight, quantity and invoice price and finally the cost figure at which you charge this stock to the job.*

9.—PROBLEM: In the stock room of the same plant, select stock for 1,000 mailing cards, postal card size. *Name and describe stock selected, invoice price and cost figure at which you charge the stock to the job.*

10.—PROBLEM: *Give the cost of stock for an edition of 1500 six column quarto newspapers on ordinary print paper. Give data used in arriving at cost.*

New Ford Advertising Plan To Provide Increased Copy

More Direct Contact With Publishers of Newspapers; Question of Foreign and Local Auto Rates Brought Up in Letter to Branch

Reprinted From Bulletin of
NATIONAL EDITORIAL ASSOCIATION

THERE is no single advertising account that interests as many publishers in every state as that of the Ford Motor Company. Since the account was placed with the Brotherton Advertising Agency last fall there has been a great deal of confusion in the minds of publishers, as to how the orders were to be placed, whether through the local dealer, the agency or the paper's special representative. That Ford dealers have also been confused is evident from the following letter sent to all dealers under the Minneapolis Branch, explaining just how the Ford advertising is to be handled:

January 14, 1924.

EFFECTIVE with the January Newspaper Schedules, several changes have been made which will greatly simplify the handling of newspaper advertising with local publishers.

Following are the phases of the advertising effected, and detailed information covering each given below:

(*a*) Larger copy and increased schedules.

(*b*) Placing of copy direct with publishers.

(*e*) Securing of refund by publishers direct from Brotherton.

(*d*) Elimination of dealers' names from all newspaper copy.

* * *

DEALERS formerly receiving the 200 line size copy will in the future be supplied with 336 line copy, those formerly receiving 450 line copy will in addition receive several 800 line plates. The greater number of publications will receive an increased number of insertions over previous months.

The size of copy run in all cases will be determined by the relative importance of the newspapers, size of city, dealers estimate, etc.

Advertising schedules for January, February, March, have already been sent to all newspaper publications who are to receive Ford copy. Plates or mats to correspond with size of copy will be forwarded direct to publishers for insertion in accordance with schedule.

Only in case of special copy which will replace regular copy, will plates be sent direct to dealers.

UNDER this arrangement dealers will not be called upon to handle any detail in connection with their newspaper advertising, simply make certain that ads are inserted on the proper dates.

Only where publishers charge the Brotherton Company a higher rate for advertising than they do the dealers, will it be necessary for dealers to handle refund as they have in the past, by paying the publishers each month and forwarding receipted invoices and proofs of insertion to the Brotherton Co.

Where these conditions exist, the Brotherton Company will receive the bill for advertising direct from the publisher, O. K.'d by the dealer, and make remittance to publisher at the local rate.

This will relieve dealers making a temporary double investment for advertising.

Arrangements have been made with a number of points throughout our territory through the Brotherton Company with the American Press Association for placing copy direct with publishers where they hold contracts with the association.

The publishers in this case bill on the Press Association for the cost of the ads.

There may be some cases where the publishers do not care to accept business through the American Press Association. Should this condition exist with your publishers, advise us immediately, and arrangements will be made for the Brotherton Company to handle the placing of copy direct.

IN THE future all advertising copy inserted in any publication will not contain the dealer's name. This arrangement will be adopted throughout the entire country in order to bring out a more equitable distribution of the newspaper appropriation.

Read the contents of this letter carefully. Then get in touch with your local publisher at once in an effort to ascertain which of the above methods of handling your advertisements is best suited for this particular publication.

Should there be any points not clearly understood, advise us immediately.

FORD MOTOR CO., *Adv. Dept.*

Boosting the Job Department

AMHERST (Nov. Scot.) *News-Sentinel* is using its advertising columns freely in behalf of its job department, protesting against mail order purchasing. It uses the slogan: "Place Your Printing Orders at Home." The job department is constantly advertised in other ways; for example:

> *PROOF*—Submitting proof with every job for your approval or correction, is one of the many parts of printing business. Another proof we are fond of submitting is our thirty years' experience, etc.

BUY

The AUTOMATIC PRINTING PRESS that will give you maximum service

THE KELLY

A PRINTING PRESS INVESTMENT is made for the purpose of realizing a satisfactory profit from operation. Most presses show some profit; some prove an expense. It is therefore wise to thoroughly investigate before purchasing to insure that the right selection is made.

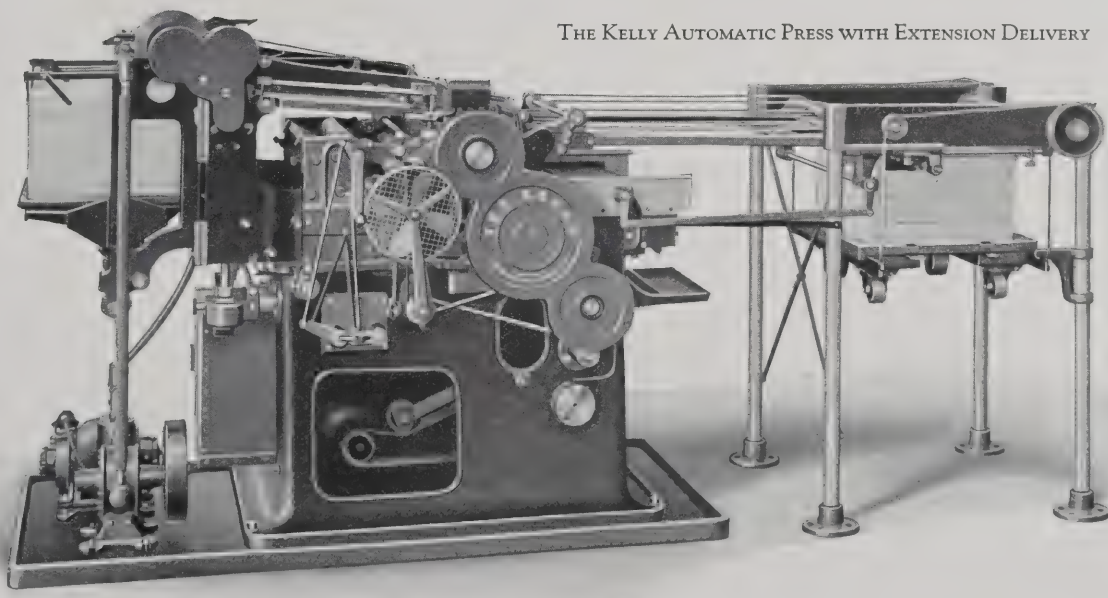
The Owners of more than *Thirty-two Hundred*
Kelly Automatic Presses have decided that the
Kelly is the press for maximum service

Many of these have used Kelly Automatic Presses for years and know that they are the supreme profit makers in their plants. What better evidence of printing press efficiency can be found? No Automatic Job Press handles so large a range of work, none operates at such high, constantly maintained speed, none has the conveniences or exclusive features that make presswork a pleasure to the operator. Let us mail you several opinions from your fellow craftsmen to prove our claims.

American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES

THE KELLY AUTOMATIC PRESS WITH EXTENSION DELIVERY



GOUDY HANDTOOLED AND GOUDY OLDSTYLE TEAGUE BORDERS VANITY INITIAL MODERN BRACKETS

Waking Up on Circulation

Publishers Beginning to Talk Plainly to Readers as to Subscription Prices

EDITOR Casper Nohner, Lake Norden, (S. D.) *Enterprise* says he has the figures to show that it cost him an average of $12.42 per subscriber to produce the Enterprise last year. After collecting his $2 per year subscription he has a balance of $10.42 per subscriber to make from business and legal advertising before he comes out even. In other words, the subscriber paid only one-sixth the cost of production.

"A newspaper," says this editor, "is a community institution and if the people of the community will not support the newspaper both morally and from the business end, it is almost impossible for the newspaper to serve best the interest of the community."

THE Whitehall (Wis.) *Times-Banner* has announced an increase in subscription price as follows to its readers:

> "When the price of The Whitehall *Times-Banner* was reduced from that prevailing during the war, the supposition was that print paper and all other commodities entering into the making of a newspaper, including labor, would reach the level of pre-war conditions.
>
> "This hope has never been realized and we have been playing a losing game from the time the paper was reduced from $2 to $1.50 to readers in the county. We cannot longer continue publishing the paper at that price and on * * *, the price will go back again to the rate established during the war—$2 to all, whether residing in the county or elsewhere.
>
> "Along with this increase in price we are going to give you a larger and better paper. Commencing * * * the size of the paper will be an eight-column quarto, giving eight columns more reading matter than now."

THE "NPJ" mail recently shows that there is a good deal more attention being paid this winter to the item of circulation revenue than a year ago. A number of letters express appreciation for the articles in this magazine during 1923 on the subject of analyzing costs and revenue with regard to circulation. Experience letters along this line will be appreciated, for publication in "NPJ" in the common interest of all readers.

* * *

Puts a Strong "Follow UP" Into Visit of School Class

IT IS not unusual for publishers to have school classes visit their plants. In one New York State office the trip winds up at the first-page form, just ready for the press. A space is left in the page. As the visitors watch, a short article describing the visit is set up and stuck in the form. This includes the names of all those attending. The paper then goes to press and each guest is handed a copy.

But You Ought to Hear Him Holler When the Paper Doesn't Come

This Wandered Into the "NPJ" Sanctum the Other Day: Help Yourself to It, If You Wish

MY FATHER says the paper he reads ain't put up right;
He finds a lot of fault, too, he does, perusin' it all night;
He says there ain't a single thing in it worth to read,
And that it doesn't print the kind of stuff the people need;
He tosses it aside and says it's strictly on the bum,
But you ought to hear him holler when the paper doesn't come!

HE READS about the weddin's and he snorts like all get out;
He reads the social doin's with a most derisive shout.
He says they make the papers for the women folks alone;
He'll read about the parties and he'll fume and fret and groan;
He says of information it doesn't have a crumb—
But you ought to hear him holler when the paper doesn't come!

HE IS always first to grab it and he reads it plumb clean through.
He doesn't miss an item, or a want ad—that is true;
He says they don't know what we want, the darn newspaper guys;
"I'm going to take a day some time and go and put 'em wise;
"Sometimes it seems as though they must be deaf and blind and dumb."
But you ought to hear him holler when the paper doesn't come!

Printing to "Take Its Own Medicine" of Advertising in 1924 Exposition

Charles Francis Sees Industry's Biggest Opportunity in Supporting Graphic Arts International Enterprise in Milwaukee, Aug. 18-23

THAT the printing and allied industries have thus far not applied the great value of "their own medicine" —publicity and advertising—to the practical and extensive proportions that advertising in general is using the products of the printing art, is pointed out strikingly by Charles Francis of the Francis Press, New York, one of the world's greatest printing plants, in a statement which endeavors to impress on the entire trade the importance and value of the International Graphic Arts Exposition which will be held in Milwaukee, August 18 to 23, 1924.

Other statements of similar import are being received by the management of the exposition from leaders in all phases of the industry in leading centers of the country. Expressions of support have also been received from more than 100 representatives of foreign countries.

"The International Association of Printing House Craftsmen," writes Mr. Francis, "has had a phenomenal growth in the last few years, and not the least among these organizations is the Milwaukee Club of Printing House Craftsmen. How was it done? *By advertising.* It is strange if our craft should be short on the line which they are soliciting from others.

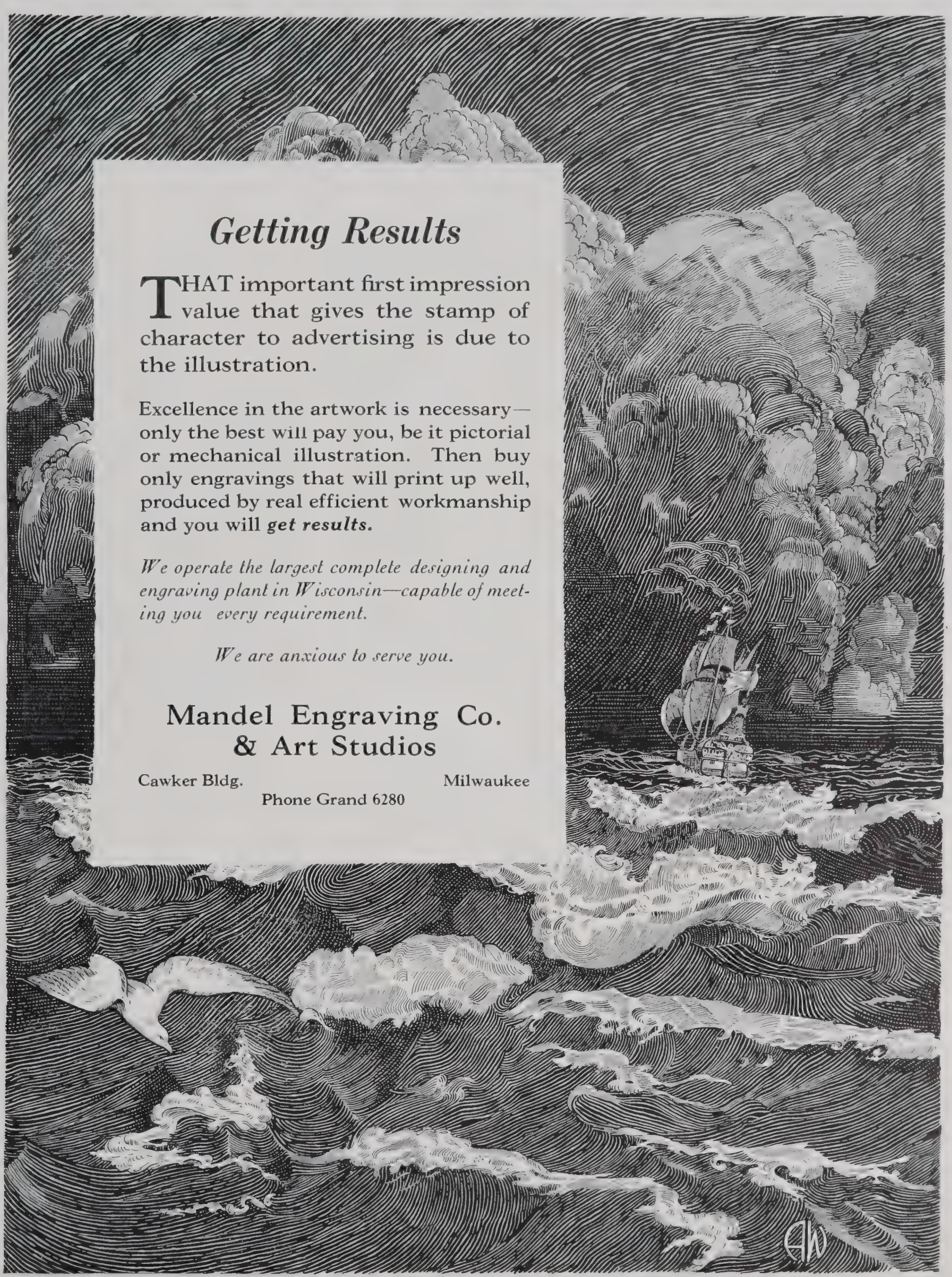
"This leads me to say that the Milwaukee Graphic Arts Exposition is one of the best means by which to advertise the printing business. That is what the writer means by 'taking a dose of your own medicine.' Other businesses use this means by which to reach the buyer and the most notable of these is the automobile industry which is running neck and neck as the fifth industry.

" 'Nothing Ventured, Nothing Gained.' Therefore it is that all efforts should be made with the vigor and determination which your young organization is showing, and there can be no doubt of the results.

"Everyone engaged in all industries should attend this great exposition which will take place at your fifth annual convention of the International Printing House Craftsmen. Go to it! Bring out a great crowd and *let us all together boom the greatest industry in the world* without which all others would be a failure."

For Editors

SOUTH DAKOTA RURAL PRESS—We know of a rural editor who is systematic about his work and who has a number of pigeon holes and drawers labeled for the following purposes: Live copy, dead copy, time copy, suggestions for stories, live ad copy, dead ad copy, ad suggestions, foreign advertising contracts with directions for running copy, cuts and mats for future use, dead cuts and mats and sample job work. Here are 11 pigeon holes or drawers kept in constant use just to make it easy for this editor to find things when he wants them.



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting you every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

Advertising Rates vs. Mats, Cuts and Overhead : : :

CONTINUED FROM P. 14

Mat and Cut Discounts Make a Lot of Unnecessary Accounting, Work

Campbell: "You Can't Make the Plate Ready for Less Than the Ad-Setting Cost"

By GARDNER E. CAMPBELL
Managing Editor, Wakefield (Mass.) Daily Item

I AM GLAD to see "NPJ" conducting a symposium on the subject of electrotypes, mats, and composition and gladly give the policy and experiences of the Wakefield (Mass.) *Daily Item.*

We do not make any allowances favorable to the advertiser when the advertiser furnishes cuts. As a general thing it takes more time, rather than less, to make up an ad composed of both cuts and type. Even when the ad is an electrotype or stereotype, it generally takes about as much time to put it in proper shape as it does to set an equal amount of type by linotype—especially the kind of cuts the newspapers get now-a-days, which are sadly in need of routing, generally below or above type-high (requiring either planning or building up) and having, all too often, irregular or warped wood bases.

We do not make any allowances when the advertiser furnishes a mat. As yet we do not have occasion to operate our casting box all the time; and whether we do or not, it costs as much to cast a mat as to set an ad by linotype.

THE writer's personal view is that *allowances or discounts when mats or cuts are furnished make unnecessary accounting* and are not called for. So far as the advertiser is concerned, the newspaper is selling space and the advertiser is paying for publicity distribution. While it is true that in many of the trades, charges are made on a basis of labor for time consumed, I believe *the simplest and most effective method is to fix a price based on the value of the space, with the average cost per inch of production taken into consideration.* Mats, of course make a great saving for the *distributors of advertising,* but I do not believe any publisher will find he can produce the finished plate ready for the forms one cent cheaper than he can set the same matter on his machines.

* * *

NOTHING DOING, EITHER WAY, SAYS CALIFORNIA PUBLISHER

W. E. STEVENS, the *Pomona (Cal.) Progress*: So far as our experience goes advertisers and agencies take it as a matter of course that they pay card rates. If they desire uniformity in their advertising they furnish mats.

M. H. DE YOUNG
Publisher, San Francisco (Cal.) Chronicle

◆

Says Allowance Is Impossible

By W. H. B. FOWLER
Assistant Publisher

WE do not make any such allowance, nor has the question been a live one for a generation. As a matter of fact, under the rules of the International Typographical Union, all local advertisements have to be reset in the office in which they are used, quite regardless of the form in which they come to the office.

With the exception of a single city—Pittsburgh, I believe—this is universally true in the United States as far as the newspapers are concerned in the case of local advertising, and in many cities of the country it is true of national advertising also.

Speaking for the newspapers, it is obviously impossible to make any such allowance. The great majority of the copy that comes to us has to be set. We keep a large staff in our advertising alley to perform this service, and the small number of electros or mats that come to us that do not have to be reset under the rules of the I. T. U., are but a small factor in the general volume of business.

Should Charge for Composition

By HARRY H. WHITELEY
Dowagiac (Mich.) Daily News

OUR foreign advertising is based on mat or electro copy. An additional charge of 7c per inch is made if copy is to be set. Our local rate is based on composition and no deductions are allowed for electros.

We do not make allowances to advertisers furnishing mats.

We do not believe that the question enters into local advertising at all. When electros or mats are furnished, there is usually a lot of composition as the electros are but a part of a large advertisement. Foreign advertisers usually want their copy to appear in the same type and form in all papers, so they send mats. We believe a composition charge should be made in addition when they do not.

Makes a Charge for Ad Composition to Agencies

By C. B. HAMILTON
Editor, Garrett (Ind.) Clipper

TO ADVERTISING agencies we make a charge of 10c for composition, but practically all foreign advertising comes in cut form.

We make no deduction in the rate to local advertisers for cuts, for the reason that such a policy breeds a lot of trouble. We consider that copy that requires a great deal of composition is averaged up by cuts that are furnished.

If you allow for cuts, advertisers want a deduction if only a part of their space is occupied by cuts.

If mats are furnished, we must pay for the time of casting them.

Could we get all of our copy in cut form, we might be able to change our policy, but the furnishing of cuts is so uncertain and such a small part of our business from local advertisers that we must maintain a force of compositors and our expense is not reduced by having cuts furnished to us occasionally.

Our advertisers understand our policy so well that the problem of making an allowance for cuts bothers us very little.

Setting Charged For

By A. VAN KOEVERING
Editor, Zeeland (Mich.) Record

WE make additional charge when the advertisement is to be set, but make no extra charge for casting from mats. I think it is proper to differentiate in price in the few occasions that we run across the problem.

In estimating printing jobs the use of the Reference Book *of* WESTVACO Mill Brand Papers, *together with* The Mill Price List, *insures your customer of a proper paper at a proper cost*

WESTVACO
QUALITY
Reference Book of WESTVACO MILL BRAND PAPERS
Westvaco

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint
Westvaco Ideal Litho.
Coated One Side
Westvaco Super

Westvaco M. F.
Westvaco Eggshell
Westvaco Text
White Gray India Tint Brown Blue Goldenrod
Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod
Origa Writing
White Canary
Westvaco Index Bristol
White Buff Blue Salmon
Westvaco Post Card
Cream

WEST VIRGINIA PULP & PAPER COMPANY · New York and Chicago

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R.P. Andrews Paper Co.
York, Pa.	R.P. Andrews Paper Co.

MILWAUKEE AUDITORIUM, COVERING A CITY BLOCK 420X320 FEET

Mr. Manufacturer and Jobber of Printing Machinery and Equipment

The Craftsmen present to you, as their contribution to education in the Printing, Lithographing, Paper and Allied Trades, this unparalleled opportunity for bringing your product *favorably to the attention of those who buy it, use it, and are responsible for its successful operation.*

Cities where Craftmen's Clubs are Organized

⁂

ALBANY
BALTIMORE
BOSTON
BUFFALO
CAPETOWN, SOUTH AFRICA
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
CONCORD
DAYTON
DETROIT
DES MOINES
FORT WORTH
GRAND RAPIDS
HARRISBURG
HARTFORD
KANSAS CITY
LOS ANGELES
MILWAUKEE
MONTREAL
NEWARK
NEW YORK
OKLAHOMA CITY
OMAHA
PHILADELPHIA
PITTSBURGH
PORTLAND, ORE.
PROVIDENCE
RICHMOND
ROCHESTER
SAN FRANCISCO
SCRANTON
SEATTLE
SPRINGFIELD
SPOKANE
ST. LOUIS
TOLEDO
TOPEKA
TORONTO
TRENTON
WASHINGTON
WICHITA
WORCESTER

⁂

If you have knowledge, let others light their candles by it.
—*FULLER*

You will serve your interests best if you exhibit at the Third Educational

Graphic Arts Exposition

Milwaukee, Aug. 18 to 23, 1924

Because your contribution to the cause of education in the field which you serve will be an important factor in the progress of the Graphic Arts. The executives of all these industries will come, eager to see and to learn. The advertisers and the buyers of printing will also be here in large numbers.

Bear in mind, also, that the *Craftsman Idea* is spreading more rapidly than any organization developed in the printing and associated trades, and that membership in local clubs is increasing with great rapidity. Opportunity to reach these 5,000 "top sergeants" of the printing industry and kindred trades is yours if you exhibit your product here.

The two Graphic Arts Expositions held previously by the Craftsmen have surpassed (in attendance, in number and variety of exhibits, in volume of sales, and in the value and importance of educational features) any other printing or allied industry expositions, wherever held.

This will be the last exposition until 1927. If you have not reserved space you should do so at once, because there is only so much to be sold. When that is gone there will be no more available. Make reservation at once.

Address all communications to

Milwaukee Graphic Arts Exposition, Inc.
Hotel Pfister, Milwaukee, Wis.

LOOKING THEM OVER : : *With* C. H. DuCLOE

Readers May Submit Newspapers for Criticism, and These Will Be Published. Write a Letter or Card Requesting Criticism, and Mail Copies. Data Used on Population, etc., are From Directories. "Deadline" is the 15th of the month.

LANSDALE (Pa.) NORTH PENN REVIEW—Chester W. Knife, publisher; Tri-W.; pop. 7,000; circ. 4,025; $2.50—A 12-page Automobile Section in a town the size of Lansdale is indeed an accomplishment of which to be proud. We note that several Gothic headlines on the front page are run exactly adjacently, making it spotty looking. Your women's and sport departments are well organized. Inking is weak in many places. Some of your column rules and advertising border lines are dented. The running column of editorials on the front page is a handy means of making the regular editorial page useful for advertising, but it seems to take away a part of the paper which really should be included. If you ever decide to have a regular editorial page, we think it advisable to put the column "By the Side of the Road" on that page.

LITTLE FALLS (Minn.) DAILY TRANSCRIPT—Ed M. LaFond, editor; D.; pop. 5,500; circ. 2,000; $6—Front page seems a little too heavy and black. Perhaps you could remedy its appearance by using light-face instead of bold-face type of the same point size. Tasteful use of boxes around stories and standing headlines noted. The "Little Falls' Who's Who" column is another feature that we'll add to our scrap-book on "Community Building." If you must put ads on the editorial page, make them as light as possible. There is a tendency towards black, heavy borders in the ads. You use a fairly high grade of stock so that modest ad borders are sufficiently effective. Some of the plate features you use have a different kind of headline type than your own. Can you saw the heads off and set some yourself or conform the other matter to the plate style?

WOODWARD (Okla.) DAILY PRESS—G. C. Lawrence, publisher; Pierce Munsey, editor; D.; pop. 3,850; $5.20—"The first year is the hardest," they say, and we are glad to know that you have pulled through successfully enough to publish an anniversary edition. Large ad on front page is distasteful to us. We'll never stop arguing for a strictly news front page. Your advertising typography can't be improved. It seems you are short on local news—unless all the locals were accounted for in the Local Items and Personal Mention departments. We should try to make separate stories enough to give the paper a more newsy appearance. You might be able to use a few good syndicate features on the editorial page. Number your pages.

TAMPICO (Mex.) TRIBUNE—If you could vary a little from your almost exclusive use of 14-point Gothic cap headlines the appearance of your front page would be improved. As it is now, however, the page is well arranged. You might sub-head the longer stories. The spicy flavor of your news items adds a likeable touch of personality to the paper. You use a good grade of stock, but presswork doesn't measure up to standard. So many ducks are being shot and so many tarpons are being caught down in those parts just now that you might make a special Nimrod or Isaac Walton department for the delection of your sporting readers.

GUTHRIE CENTER (Ia.) GUTHRIAN—Roy A. Stacey, editor; W.; pop. 1,730; circ. 2,850; $2—A genuine feeling of pleasure comes over us when we page through a paper such as The Guthrian. It is neat—from the front page caption to the smallest classified ad; presswork is excellent; correspondence is classified and headed so that it is easy to find and easy to read; and the editorial page, with its forceful, home-made editorials and paragraphs of comment, cartoon feature, and well-selected syndicate features is ideal. We noted the report of changes in office and shop arrangement; send us more details on them. You show remarkably good workmanship in advertising typography.

RIPON (Wis.) WEEKLY PRESS—E. L. Howe Printing Co., publishers; W.; pop. 4,000; $2—Boxes, short features and a general regard for variety make your front page entertaining as well as informative. The good print helps too. You seem to have some very original ideas on the placing of advertising and various departments, but nothing is seriously amiss in this connection. We like a little individuality—if it isn't too glaringly individual! We would advise using some distinctive kind of type, in the same size, for the names of the towns over correspondence. You might be able to run two or three columns of Ripon College stuff every week, under a standing head. This would centralize and make more accessible all of the Ripon College news in the paper. To make such a plan pay, sell ads having a particular appeal to college students—but we hear you murmur, this is not a business column! Convey our greetings to L. A. Wilson, please.

BATON ROUGE (La.) NEWS—William J. Cass, editor; D.; pop. 21,800; $6.50—Front pages of all the issues submitted are O. K., except for the running of three headlines of the same kind of type adjacently in the issue of February 3. On the back page of your February 9 issue there are four boxed heads in adjoining columns which mar the otherwise neat appearance of the page. Pages 2, 3, 6 and 7 of almost all of the issues are poorly printed. We believe that some of the syndicate features could be used on the editorial page with better effect. We read every one of the "sermons" by your advertising manager and were delighted with them. Your special circulation plans are also appealing, particularly the one in the issue of February 3. You ought to be able to muster up some illustrated matter for your sport page. Don't become too fond of using that 12-point Cheltenham headline for small items.

WAUKON (Ia.) REPUBLICAN & STANDARD—O. S. Baily, editor and publisher; W.; pop. 2,400; $2—Such papers as yours are better sermons for more and better farm news than the most stirring orations or editorials. A sincere interest in the welfare of the community is manifested in every line of editorial matter and in the conscientious manner you arrange it and "dress it up." Of course every publisher has his own idea about where his editorial page should be, and that's his job. In an 8, 10 or 12-page paper we would reserve page 4 for the flag, editorials and some features. In the farm bureau edition we would have varied the make-up of the front page of each section so that they would not have appeared identical. Plenty of illustrations add zest to the paper. We like the articles on practical helps for farmers. A farm paper really should be a service in other ways than the mere printing of the community news.

CARLISLE (Ky.) MERCURY—Warren R. Fisher, editor; W.; pop. 1,569; circ. 1,850; $2—The issue of February 7 is an exemplary newspaper, considering stock, presswork and editorial typography. Your ads employ too many different faces of type, although their borders are tasteful. We would put the classified section on the next to the last page. You need a new "National Highways" cut. Your manner of handling editorials is particularly praiseworthy, especially in the fore-mentioned issue. Editorial features about the "good old days" written by some of the old timers show that you are concerned about making your paper interesting. The department of state briefs is a very good feature. A few short "canned" features, with an illustration or so, would liven your paper just enough.

FRANKLIN (Ind.) EVENING STAR—W. W. Aikens and Raymond H. Sellers, publishers; D.; pop. 4,900; circ. 2,500; $5—Your paper is cleanly printed and well arranged. The only criticism we have to make concerns the placing of ads. You have two ads above the "flag" on page 2 of the Jan. 17 issue, and there seems to be a general disregard of the pyramidal construction on left-hand pages. Other pages in the paper look fine. You have enough sport news to departmentize under a two-column standing head. Your farm bureau edition is also tastefully arranged and well printed, though not as large as one would expect. We would distinguish jump heads by inclosing them in a box or using a slightly larger size of type than you are using at present.

FLAGER (Colo.) NEWS—Philo F. Falb, publisher; W.; pop. 550; circ. 850; $1.50—Your whole paper confirms the decision of the judges who awarded you second prize for artistic setting of ads from copy, in connection with the semi-annual connection of Colorado editors. Both in editorial and advertising matter you show a fundamental knowledge of what constitutes good looks in a newspaper. Your "latest topics" column is good stuff. You ought to number and date every page. Your advertising typography is excellent, except for the borders, which are a good deal alike. However, some editors believe that's the thing to do.

HOLBROOK (Ariz.) TRIBUNE-NEWS—Mark H. Bryan, editor; W.; pop. 1,200; circ. 1,900; $3—Congratulations for installing a new slug-casting machine, and for your decisive stand with regard to subscriptions. We would not use bold-face and open-face Gothic on the front page, but either one or the other. Western weeklies are noted for their sparkling editorials, but we failed to find any at all in the issue sent for criticism. Your ads are not arranged systematically, but appear reasonably well because of the good print.

FORT MORGAN (Colo.) MORGAN COUNTY HERALD—Harry A. Guiremand and Carlton S. Brooks, publishers; W.; pop. 3,900; circ. 1,900; $2—Front page looks fine, though the effort to make it balance is apparent on first glance. There seems to be a lack of local news in the interior pages. We would shift one or two of the illustrated features to the editorial page. Glad to see you conforming to the pyramidal style of ad make-up. Typography of ads is heavy, but we guess you need that kind to make the ads show up on dark stock.

MIAMI (Fla.) HERALD—F. B. Stoneman, editor; D.; pop. 40,000; circ. 18,500; $9—It is to be expected that a Christmas edition in a summer resort of such great and growing popularity as Miami would be a fine bit of enterprise. We were not disappointed. Editorial typography shows very good taste; it is moderate but not dull. Ad-

(TURN TO PAGE 40)

Newspapermen's Ad-Pad

Alfred Austin Advertising Agency, New York, N. Y.—Moved from 244 Fifth Ave. to 116 W. 32nd St.
American Rice Products Co., Chicago—New Orleans—(Cream of Rice) Appoints Snitzler-Warner Agency, Chicago.
N. W. Ayer & Son, New York office—Fred C. Eaton appointed manager.
Cleveland Metal Products Co., Cleveland, O., (Perfection Oil Stoves)—Features Blue Chimney Model in 1924; 700 papers, etc., used.
Cudahy Packing Co., Chicago, Ill.—L. G. Tremblay appointed advertising manager.
Dairyman's League Co-Operative Association, New York—F. W. Schnirring appointed advertising manager.
Eberhard Faber, Brooklyn, N. Y.—Advertising account placed with Samuel C. Croot Co., Inc., New York.
E. V. Hartford, Inc., Jersey City, N. J. (Hartford Shock Absorbers)—Account to Myers-Beeson-Golden, Inc., Toledo and New York.
Holland Furnace Co., Holland, Mich.—Fred M. Randall Co., Detroit, appointed to direct advertising.
Great Northern Railway—Appointed McJunkin Advertising Co., Chicago, agency.
George J. Kirkgasser & Co., Chicago, Ill.—L. A. Drew appointed general manager.
Thomas J. Lipton, Inc., Hoboken, N. J.—Ben F. Amos appointed general manager.
Pompeian Co., Cleveland, O.—Royal M. Alderman, appointed advertising manager.
Philip Morris & Co., Ltd., New York, N. Y.—Geo. Batten Co., Inc., to direct advertising of Players cigarettes in U. S.
Society of American Florists, New York, N. Y.—Millis Advertising Co., Indianapolis, appointed director of advertising.
Sulloway Mills, Franklin, N. H. (Franklin Hosiery)—Appointed Tracy-Parry Co., Philadelphia, agency.
Story, Brooks & Finley, New York City—Moved to 42nd St. and Park Ave.
Smith Bros. (Cough Drops), Poughkeepsie, N. Y.—Appoints Harry C. Michaels Co., New York, agency.
Osborn Mfg. Co. (brushes), Cleveland—Appoints MacManus, Inc., Detroit, agency.
Moon Motor Car Co., St. Louis—Account to George L. Dyer agency.

Johnsonized

Printing, Binding and Typesetting and Stereotyping machinery. Johnsonized (re-manufactured) and also all standard makes of new machinery.

Send for complete list of Johnsonized machinery, listing our stock of high grade job and book printing presses, Drum Cylinder Presses, Jobbers, Stitchers, Linotypes and Linographs, etc.

Very complete stock at present of Drum Cylinder Presses for newspaper and poster printing, all guaranteed, all complete, all sold with the Johnsonized service of erection and instruction.

6 Col. Qto. Reliance Babcock.
6 Col. Qto. Cottrell Drum.
6 Col. Qto. Potter Drum.
6 Col. Qto. Scott Drum.
6 and 7 Col. Folio Babcock Regular.
7 Col. Folio Babcock Standard.

C. I. Johnson Manufacturing Company

Agents for

Chandler & Price Gordons and Cutters.
Challenge Cutters and Products.
Vandercook Proof Presses.
Morrison Perfection Wire Stitchers.
Typaddressers.
Liberty Folders.
Miller Saw-Trimmers.
Hamilton Steel and Wood goods,
Callendar Sterotype Outtits.

Independent Printers Supply House

St. Paul, Minn.

NEW
LUDLOW NO. 11-L
SERIES

CLEarness
48 POINT

HER Charm
42 POINT

THE Beauty of
36 POINT

MOST Attractive
30 POINT

THE SUN SHOWN
Bright and Clear This
24 POINT

BEAUTIFUL STYLES IN
Latest Creations Becoming
18 POINT

THE MOST BEAUTIFUL AND
Artistic Yet Found Predominates
14 POINT

ONCE UPON A TIME THERE WAS
And There Still May Be Scientists Inform
12 POINT

THERE ARE SOME INDIVIDUALS WHO
Are Still of the Opinion That Movable Types
10 POINT

THE BEAUTY OF LETTERS CONSISTS IN THEIR
Regularity, in Their Clearness, and in Their Uniform
8 POINT

MODERN PRINTERS WHO KNOW THE LUDLOW DECLARE
That It Gives Them Unlimited Resources for Wider Range of
6 POINT

This series is based on the beautiful Goudy Oldstyle
of the American Type Founders Company

Ludlow Typograph Company
2032 Clybourn Avenue
CHICAGO
San Francisco: Hearst Bldg.
New York: World Bldg.

LUDLOW SLUG COMPOSITION

"NPJ" Newspaper Criticisms

(CONTINUED FROM PAGE 38)

vertising make-up and typography come under the same criticism. We like the way you play up local features with illustrations and pleasingly written cut lines. We would put the editorial page in the first section.

EARLVILLE (Ill.) LEADER—E. B. Tabor, editor; W.; pop. 1,000; circ. 1,275; $2—We agree with you in your opinion about the duties of an editorial page. Indeed, it is lamentable the indifferent way so many editors regard the responsibility of their columns of opinion. Not that many of them violate the confidence placed in them by readers, but that some editors seem to think that an editorial page is unnecessary, having greater potentiality for stirring up trouble and losing advertising, and very little practical use. The truth is that the sincere editor is a real force in his community, and even if his opinions are not accepted by the people whom he serves, they at least provoke a little original thought. Progressive thinking is what makes a live town out of an "average town." We would decide on a standard style for all sub-headlines under "Correspondence." You need a new electro of "Church Announcements." Glad to see you using the pyramidal style of advertising make-up. Your ad on advertising, "Take Away the Strangeness," is one of the best written and logically argued we have ever seen.

MILWAUKEE (Wis.) MARQUETTE TRIBUNE—Martin Lang, editor; Marquette University, publisher; W.; circ. 3,800; $1.50—Your small size seems not to hinder your observance of the general principles of good newspaper typography. Front page well balanced. Special news well departmentized. The boxed title "This Week's Happenings" is misleading, as it is the head for news which occurred five, ten and seventeen years ago. There seems to be a lack of feature stuff in proportion to the straight news in the paper. To our notion, a college paper should contain a little spice as well as meat. Your issue of Feb. 15 is all right in this regard. Presswork is excellent. The weekly cartoon feature is exemplary work along this line; the drawings are well done and their theme concerns college activities exclusively. We should like to see a column or two devoted to literary, art and dramatic comment, with particular reference, of course, to college interest.

KNOXVILLE (Ia.) EXPRESS—W. J. Casey, editor; W.; pop. 3,525; circ. 2,150; $2—A little more space between the cut-off dashes and the headlines would relieve the slightly crowded condition of your front page columns. Otherwise the page is well got up. You ought to number the pages. You have an ideal editorial page—plenty of short, snappy, home-made editorials, well-selected column of editorials from other newspapers, and some good literary features which have particular interest for your type of readers. We should strive for a little more variety in headlines for the inner pages. For example, instead of habitually using the 26-point single-line Gothic cap line, we should try a two-line 14 or 18-point cap and lower case. We like the general head, "For Sale—Wanted—Lost—Found," which you have for the classified ads.

LANCASTER (S. C.) NEWS—Ira B. Jones, Jr., Manager; pop. 3,040; circ. 1,400; $2—Front page make-up better than the average, though you should avoid running similar heads adjacently. General News Summary boxed head is a good idea, but the stuff contained beneath the heading is not what one would expect. It is rather a human interest feature section. We should replace the present style of box around the names of towns with a plain 2-point line border. Departmentizing the "news about town and county" is a fine plan to effect greater accessibility and condensation. Except for the ads, the editorial page is fine, only lacking a little spice in the shape of a syndicate feature, cartoon or funny column. You get a pretty good print and use good ink, so some of the heavy borders around the ads could be made lighter.

WILDWOOD (N. J.) LEADER—Harry M. Willse, editor and manager; W.; pop. 2,800; circ. 1,900; $1—Even without the articles about the equipment of your new office and plant, your business would have been sufficiently advertised in this "New Home Opening Edition." For the paper is a masterpiece of orderly typography, good presswork and good business. It does the trade a lot of good to know that a paper founded three years ago has been so successful as to need a new building and complete new equipment to handle the business. With your larger sized sheet you might profitably use a good cartoon feature on the editorial page and perhaps a few short syndicate features. We should try to have the editorial page contain as little advertising as possible, and that "light."

FAIRFIELD (Ill.) WAYNE COUNTY PRESS—E. H. Childress, editor; W.; pop. 2,670; circ. 2,000; $2—"Wayne's Wanderers" edition is a unique example of a genuine interest and homely confidence in the residents and former residents of Wayne county. Sixteen pages of reminiscent letters from people who have been sometime residents of Wayne county is an achievement of community service that does the heart good. Judging from the amount of advertising, we would say that it did your pocketbook good too. We should have identified the various letters by putting the names of the writers and their addresses in bold face—that is, if the slug-casting machines were modern enough to run off bold-face with the regulation stuff.

TUNKHANNOCK (Pa.) WYOMING DEMOCRAT—Harry M. Gardner, editor; W.; pop. 1,750; circ. 1,900; $1.50—Your front page certainly is improved after "tampering" with it as per our suggestions. We wish every publisher submitting papers to this department for criticism would take our tips as earnestly as you do. The plan of running weekly features on such subjects as "Alexander Hamilton" and "Religion" at appropriate times deserves credit. Presswork exceptionally good in all parts of the paper. Home-made editorials and well departmentized correspondence combine to make yours a regular newspaper. Pyramidal arrangement of ads would put on the finishing touch.

WAVERLY (Ia.) INDEPENDENT-REPUBLICAN—J. F. Grawe, publisher; W.; pop. 3,360; circ. 2,525; $2—As far as page arrangement is concerned your paper cannot be criticised except favorably. You celebrate your fiftieth anniversary as an Iowa editor and publisher with a truly exemplary weekly; long experience with the making of newspapers evidently has given you a sound knowledge of what belongs in a country weekly and of how best to display it. The only thing we would change in the whole paper is the editorial page, which according to our notion should contain a few short syndicate features, a column or two of local editorials, a cartoon, and no advertising whatever.

(TURN TO PAGE 42)

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

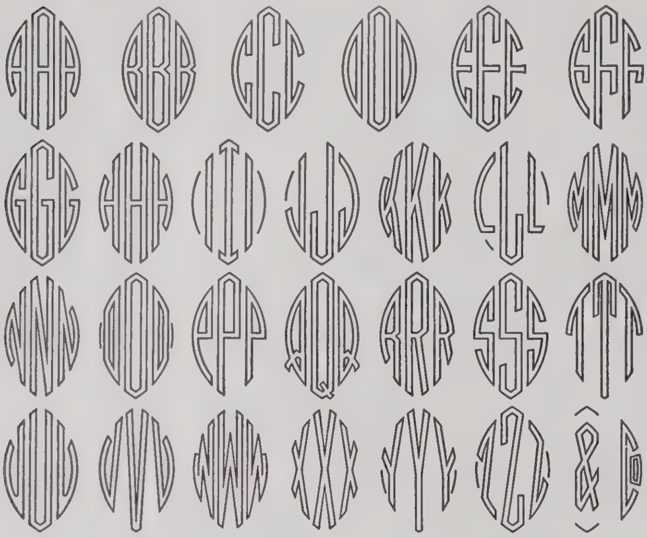
DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

Monograms!

Our Outline Monograms, with or without background, appeal instantly to the buyers of stationery. Wonderfully useful in advertisements. In fact this font of outline combination monograms is the best money-maker for the printer that can be had in the metal type family. Quickly composed and quickly thrown, no lost material. Every office, large or small, should have at least one font of the monograms, and a font of the tint blocks for two-color work.

Display of complete font Empire Combination Monograms



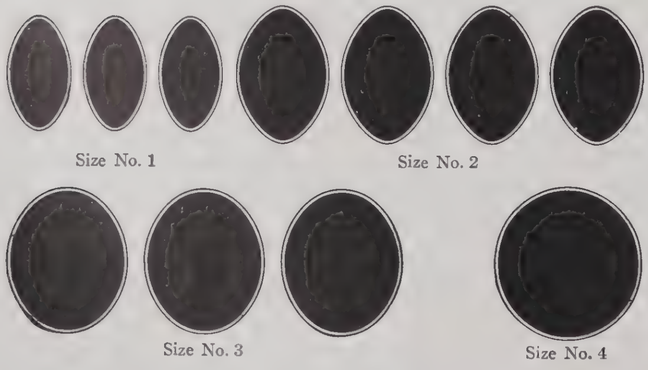
Price: Monogram font of type, 80 characters as shown above, $4.25

Display

opened with spaces | 3-letters solid | 4-letters solid | 2-letters solid | 3-letters solid

Sorts furnished in any selection at 20 cents per single character. Specify whether you want the first, second or third character and the letter wanted.

Display of complete font backgrounds



Size No. 1 Size No. 2

Size No. 3 Size No. 4

Price: Background font of 11 characters, four sizes, as shown above.................. $1.00

As sorts, 25 cents each. Specify sizes wanted.

Empire Type Foundry

Largest Makers of Wood and Metal Type

DELEVAN, N. Y. BUFFALO, N. Y.

INDEPENDENT OF TRUST INFLUENCE

"NPJ" Newspaper Criticisms

(CONTINUED FROM PAGE 40)

SOUTH BEND (Wash.) JOURNAL—F. A. Hazeltine, editor; W.; pop. 2,000; circ. 1,650; $2—Your paper exemplifies what measure of good looks can be obtained by a simple, balanced make-up. Not only does it have the air of a lively daily, but it has lots of news and real "home" features which identify it as wide-awake. Even the civil court news is run in detail! Sport page is fine. We like such features as "The Northwest Coast" and "Of Interest to Farm Folks." On the last page of the issue of Jan. 25 you should have had a few larger headlines. On the front page of your issue of Feb. 15 we would not have placed the Valley Pioneer, etc., headline next to the Runs Down Woman, etc., head. The same criticism can be made of the position of Farmers Urged, etc., and Tokey Theatre, etc. Your editorial flag is altogether too inconspicuous. Make a 2-line title out of South Bend Journal and place space leads between the lines in the rest of the flag. We would not run ads in the first three columns of the editorial page. Let that part be sacred to ye editor! Voice of the People is good stuff.

CRANSTON (R. I.) NEWS—Jonathan F. Comstock, publisher; W.; pop. 33,000; circ. 1,700; $1.50—When we glance over your paper we are convinced that the extra cost of good stock and better ink is merited by the improved result. Besides making a better looking paper, it makes a more effective paper. Advertisers are impressed by the appearance of the paper as well as by the more tangible effect of the ads. Some of your columns are a bit crowded. It might help to put an 8-point slug between the cut-off dash and the head below. Your feature, radio and sport departments demonstrate the proper attitude of a suburban editor. We would put plain rule boxes around such label heads as "Olneyville Notes," "Thornton," etc. Some of the small ads contain too many different faces of type. Spencer's roofing ad is one. Don't use Cheltenham in the ads too much. Cheltenham is a very useful type face but it lacks individuality.

LEWISTON (Pa.) SENTINEL—Meredith Meyers, managing editor; D.; pop. 10,000; circ. 5,260; $4.80—Poor presswork may be noted in all parts of the issue submitted for criticism. We would not advise the use of single-line headlines for more than a stick of 8-point. Our personal principles of newspaper make-up forbid advertising on the editorial page, especially in a daily paper. Suppose you transpose the ads on the editorial page and some of the general syndicate features. You might run the serial in columns 7 and 8 of the editorial page. "Readers" on the front page are unethical in our opinion. You use the hanging indention bank head with very good judgment. This type of bank saves time at the desk and on the casting machine. Accept our congratulations upon installing two new slug-casting machines. It is unusual that a city of 10,000 contains a newspaper shop which has a battery of six.

WABASHA (Minn.) HERALD—S. M. Quigley, publisher; W.; pop. 2,250; circ. 1,500; $2—If you really want to improve the looks of your paper just take careful note of the methods of some of the best country weeklies which come to your exchange desk. Front page should be devoted as exclusively as possible to news. Headlines should be conspicuous enough really to be headlines, and they should imply action. Such heads as "New Barn," "Grand Treasurer," "A Barn Dance," mean nothing. Pages should be numbered and dated. We would put the "School Days" cartoon on the editorial page, if it is not cast with the other plate material. Your paper seems to be short on local news.

MARCELINE (Mo.) HERALD—Harry C. Webster, publisher; W.; pop. 3,760; circ. 450; $1.50—Except for the classified ads, the front page of the 18 January issue is all right. You seem to have an over-abundance of plate features and a scarcity of local news. We would supplant the present borders around the Church News and Local-Personal heads with plain 2-point border rules. Again we say, number and date the pages. Very often something is cut out of the paper by the readers and a printed date line is much neater than one penciled in for reference.

SEA ISLE CITY (N. J.) CAPE MAY COUNTY TIMES—William A. Haffert, editor; W.; pop. 570; circ. 2,300; $1.50—New Building Edition on book stock, is a fine contribution to our file of special editions. Typographically the paper is excellent. Illustrations are good, too. Single line headlines, with banks looks well in your paper. Funny how some papers get them to look well and others fail. It does us good to see you following some of our advice given in the September number. Immediately you impress us as being very wise indeed!

JASPER (Mo.) NEWS—Carl S. Kennedy, publisher; W.; pop. 800; circ. 600; $1.50—Front page could stand a little more pep. Use a two-column two-bank head occasionally; one or two boxed features would help. Number and date pages. We like your short and snappy editorials. Some of your standing business cards evidently have been "standing" for some time. It would not be a bad plan to reset the entire classified ad column. Irregular inking is noticeable in all parts of the paper.

COOLEEMEE (N. C.) JOURNAL—J. C. Sell, publisher; W.; pop. 2,000; circ. 1,200; $1.50—The lower half of your front page is not heavy enough to balance with the top, where there are three heavy headlines. You might use 12 or 18-point headlines in place of the 8-point caps. Presswork is noticeably poor on the inside form. You have some fine, strong, home-made editorials. Instead of some of the "Notice" headlines, we should use a headline telling what the news was all about.

◆

PRINTER-JOURNALISTS' LIBRARY NEWS

Standard Apprenticeship Lessons, U. T. A.—Lessons 1, Composition of Ink; 2, Qualities of Ink; 3, Suiting Ink to Paper; (new parts of Group Seven, Platen Press; Unit 5, Printing Ink.

The Story of Detroit—By George B. Catlin, Detroit (Mich.) News, published by that newspaper.

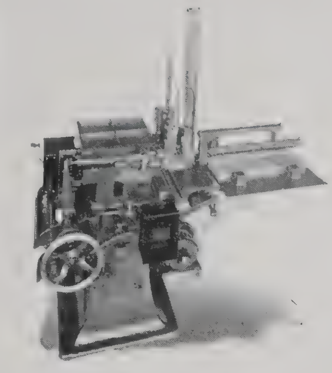
Editor & Publisher 1924 Year Book—Invaluable for agencies and advertisers.

Books and Systems For Printers—New Catalog, Porte Publishing Co.

Essentials of Journalism (Revised)—By H. F. Harrington and T. T. Frankenberg; Ginn & Co., Boston; $2.48.

Men Who Are Making the West—By B. C. Forbes; B. C. Forbes Pub. Co., New York, $2.

University of Oklahoma Bulletin, Newspaper Stylebook—New Series 278 of semi-monthly University of Oklahoma bulletins, Norman, Okla.



Price

$1431

THE new Monotype Lead, Slug and Rule Caster (does not cast type) carries the same Monotype Guarantee and the same service that have protected Monotype users for thirty years. We furnish with this new machine the standard Lead and Rule Molds that have been so successfully operated for nine years, and of which 4637 are now in use.

Non-Distribution of leads, slugs and rules speeds up composition and make-up—makes direct savings of more than twice the cost of peration.

Complete equipment (including motor) for casting two point and six point leads, slugs and rules, cut automatically to labor-saving lengths, $1431.00. *Deferred payments.*

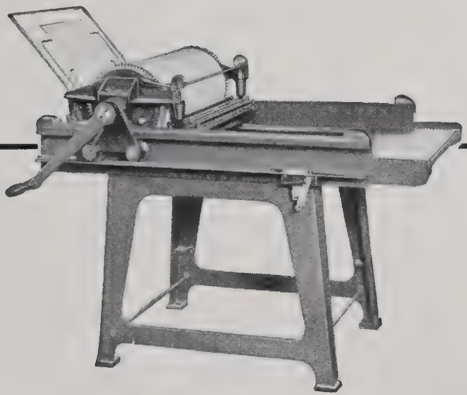
Lanston Monotype Machine Company
Philadelphia, Pa.

Tell us how we can pay for a Monotype Lead, Slug and Rule Caster out of direct savings.

Firm Name..............................

Signed by..............................

City and State..............................



The Composing Room Cylinder

Correct Principles Cut Selling Expense

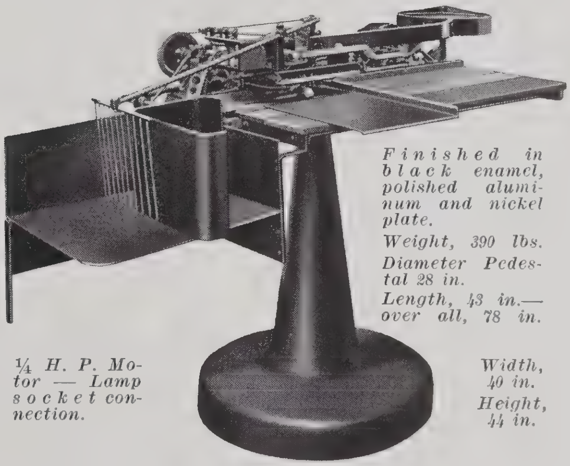
The business of Vandercook & Sons (originators of the Modern Proof Press) increased 80% last year over the previous year without additional "sales push."

The great majority of the major publications in the United States are now assisted in the making by Vandercook Rigid Bed Composing Room Presses.

Vandercook Rigid Bed Composing Room Presses are built in several sizes and models. Prices, $120.00 up. Circulars descriptive of the machines sent on request.

Vandercook & Sons *Originators of the Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.

Represented by: American Steel Chase Co., New York; John S. Thompson, San Francisco; Prince & Hensley, Los Angeles; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England.



Finished in black enamel, polished aluminum and nickel plate.
Weight, 390 lbs.
Diameter Pedestal 28 in.
Length, 43 in.—over all, 78 in.

1/4 H. P. Motor — Lamp socket connection.

Width, 40 in.
Height, 44 in.

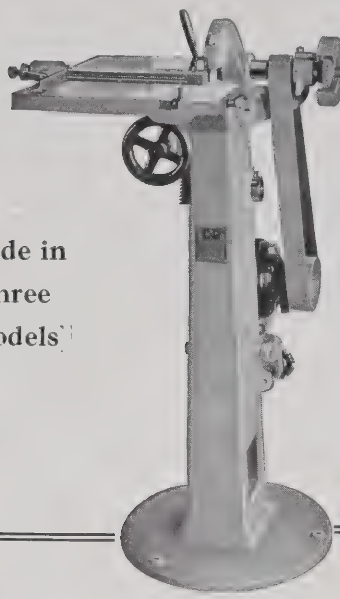
THE WEST SEALER
Makes Sealing Easy

With this machine one girl can seal 20,000 broadsides in an 8-hour day. Simply feed in the broadsides—the machine makes the stickers, seals the broadsides and stacks them neatly.

All parts extra heavy. Wearing parts of specially hardened steel. Bearings provided with oil cups. Belt driven—fool proof.

Write today for price and samples of work.

WEST MANUFACTURING CO.
96 SECOND STREET MILWAUKEE, WIS.



Made in Three Models

Model No. 2

Pat. July 31, 1923

A Good Executive Must Have Highly Efficient Machines

THE test of a good newspaper composing room executive is whether or not the work progresses rapidly, smoothly and on the minute. His work is largely increased if each machine of every kind does not perform with the same speed and certainty that the hand compositors do.

The composing room saw may seem a somewhat unimportant part of the equipment, and yet if it has not certain requisites, it can delay and hinder the progress of the work. Sometimes there is actually a waiting line of compositors around the saw. This is a positive waste — it wastes the most important thing in a composing room — time. In such a case the remedy is either to buy more saws or hire more men. There is a much simpler remedy — buying the saw that is fast, safe and sure.

C&G TRIMMITER

Even if its cost were higher, it would be good business economy to buy it—but the cost is not higher—it is lower—lower than any other saw on the market, regardless of usefulness.

Specification Sheets, prices, etc., will be mailed to any printer or publisher on request.

Cheshire & Greenfield Mfg. Co.
538 S. Dearborn St., Chicago, Ill.

Association Elections

Lancaster (Pa.) County Publishers' Assn.—President, H. E. Trout, Manheim Sentinel; vice-president, Henry T. Murdock, Honey Brook Graphic; secretary-treasurer, Howard Reynolds, Quarryville Sun.

Idaho Editorial Assn.—President, F. F. Swan, Gooding Leader; vice-president, J. C. Safley, Idaho County Free Press, Grangeville; secretary-treasurer, Guy Flenner, Boise.

Wisconsin Ad Men's Association—President, H. F. Mann, Racine Journal-News; vice-president, E. J. Robinson, Green Bay Press-Gazette; secretary-treasurer, H. Alarik, Wausau Record-Herald.

Second Minnesota District Editorial Association—President, Robert Stewart, Ceylon; first vice-president, C. A. Portman, Currie; second vice-president, Mrs. C. H. Lord, Wells; secretary, H. J. Haydon, Lakefield; treasurer, Frank Griffin, Good Thunder.

Northeast Missouri Publishers and Printers' Association—President Alfonso Johnson, Columbia Missourian; vice-president, F. E. Schofield, Edina Sentinel; secretary-treasurer, William M. Nolen, Monroe City Semi-Weekly News; publicity director, Edgar White, Macon Chronicle-Herald.

Buckeye (O.) Press Association—President, C. W. Griswold, McComb Herald; executive secretary, E. Benjamin Yale, Yale Newspaper Syndicate, Waynesfield; recording secretary, Miss Eloise Thrall, Cary Times; treasurer, W. R. Conaway, Cardington Independent.

Indiana Republican Editorial Association—President, George A. Eliott, Newcastle Courier; vice-president, Herbert C. Willis, Waterloo; treasurer, J. Frank McDermond, Jr., Attica Ledger-Tribune; secretary, Will O. Feudner, Rushville Republican.

Michigan Press Association—President, L. W. Feighner, Nashville News; vice-president, D. E. Hubbell, Crosswell Jeffersonian; secretary-treasurer, H. A. Wood, Bangor Advance; field director, J. B. Haskins, Howard City Record.

Inland Daily Press Association—President, George D. Lindsay, Marion (Ind.) Chronicle; secretary-treasurer, Wil V. Tufford, Clinton, Ia. Vice-Presidents: Arkansas, George H. Adams, Pine Bluff Graphic; Illinois, E. J. Raymond, DeKalb Chronicle; Indiana, George L. Saunders, Bluffton Banner; Iowa, S. G. Goldwaithe, Boone News Republican; Kansas, Charles F. Scott, Iola Register; Kentucky, W. B. Ballhauser, Paducah News-Democrat; Michigan, T. O. Huckle, Ypsilanti Press; Minnesota, L. D. Whitcomb, Albert Lea Tribune; Missouri, W. C. Van Cleave, Moberly Monitor-Index; Nebraska, Jennie S. Workmon, Falls City Journal; North Dakota, E. A. Trostevin, Mandan Daily Pioneer; Ohio, F. E. Alvord, Sandusky Star-Journal; Pennsylvania, J. L. Steinmon, Lancaster News-Journal; Ontario, H. B. Mims, London Advertiser; South Dakota, George H. Bowen, Huron Huronite; Wisconsin, C. E. Broughton, Sheboygan Press. Directors, one year: Lee P. Loomis, Muscatine (Ia.) Journal; Frank H. Burgess, La Crosse (Wis.) Tribune; A. L. Miller, Battle Creek (Mich.) Enquirer-News; two years: A. O. Lindsay, Quincy (Ill.) Whig-Journal; J. H. McKeever, Aberdeen (S. D.) American-News; A. Haswell, Bowling Green (O) Sentinel-Tribune; three years: E. J. Ottaway Port Huron (Mich.) Times-Herald; C. R. Butler, Mankato (Minn.) Free Press; John Fisher, Cairo (Ill.) Citizen. New Directors: Homer Gard, Hamilton (O.) Journal; Carl Davenport, Creston (Ia.) Advertiser; Robert O'Brien, Council Bluffs (Ia.) Nonpareil. 1924-1925 Committees: Postal—Chairman, Urey Woodson, Owensboro (Ky.) Messenger; James F. Powell, Ottumwa (Ia.) Courier; Cost Finding—E. H. Harris, Richmond (Ind.) Palladium; C. R. Butler, Mankato (Minn.) Free Press; A. L. Miller, Battle Creek (Mich.) Enquirer-News; Labor—Will Feudner, Rushville (Ind.) Republican; W. J. Barrett, Danville (Ill.) Commercial News; paper—E. P. Adler Davenport (Ia.) Times; Publicity— C. A. Beal, La Porte (Ind.) Herald.

Iowa Press Association—President. E. P. Harrison, Oakland Acorn; vice-president, K. F. Baldridge, Bloomfield Democrat; recording secretary, O. E. Hull, Leon Reporter; treasurer, W. G. Ray, Grinnell Herald; directors, W. S. Beall, West Union Argo-Gazette; H. J. Hoogennaker, Audubon Republican.

Wisconsin Press Association—President, John A. Kuypers, De Pere; vice-president, Merlin Hull, Black River Falls; secretary and treasurer, Louis H. Zimmerman, Burlington.

Wisconsin State Franklin Club—President, H. C. Hanson, Marinette; vice-president, F. A. R. Van Meter, New Richmond; secretary and treasurer, Earl C. Goettmann, Oshkosh.

Texas Publishers Association—President, Walter Dealey, Dallas News; vice-president, Frank Huntress, San Antonio Express and Evening News; secretary and treasurer, A. Clarkson, Houston Post; special commissioner, G. J. Palmer, Houston Post.

Oregon Newspaper Conference—President, Edgar Daniel, Coos Bay (Ore.) Herald; secretary, Prof. George Trumbell, University of Oregon; Dean Eric Allen, university, chairman program committee; W. F. G. Thacher, university, chairman of program to increase foreign advertising in state press of Oregon.

MANUFACTURERS; SERVICES; DISTRIBUTORS

The Ault & Wiborg Co., Cincinnati—A. R. Timberman succeeds Mr. Armstrong as manager Chicago branch; William C. Dyer transferred from the Minneapolis office to Milwaukee; by W. W. Glaefke, Cincinnati office, to Milwaukee.

Kemper-Thomas Co., Cincinnati—Clarence W. Payne named advertising and promotion manager. (Advertising novelties).

Newspaper Enterprise Assn.—Eugene McLean, former editor of Cleveland (O.) Press, appointed manager.

Publishers Autocasters Service—Alfred T. Harrison, former sales manager United Press, appointed sales and promotion manager.

Remington Noiseless Typewriter Co.—Consolidation of Remington and the Noiseless.

William J. Morton Co., Chicago (Publishers repr.)—William G. Matthews, new manager Chicago office.

Scripps-Howard Syndicate, Washington, D. C.—G. B. Parker, former editor of the Oklahoma News, appointed general editorial executive.

Strathmore Paper Co., Mittineague, Mass.—Announced a new line of stock called Strathmore Charcoal Book.

Western Newspaper Union, Cincinnati, O.—J. S. Hodge appointed manager.

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

BUILD CIRCULATION
the cash-in-advance way

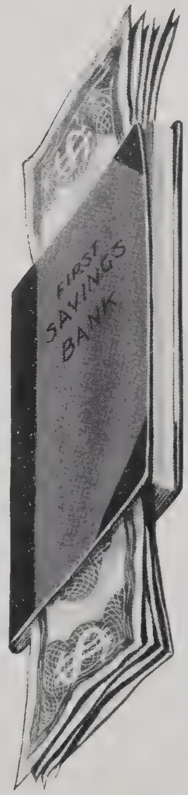
Lay the foundation for a bigger, better business by building your subscription list on a cash-in-advance basis.

Our Circulation Building Campaigns, which are "self-financing" and personally conducted from start to finish, will accomplish this much desired object quickly and effectively, and, in so doing, leave you with from $2,000 to $5,000 NET CASH PROFIT.

Campaigns now going in Illinois, Indiana, Michigan, Wisconsin, Iowa, Missouri, Kansas and Texas. Daily and weekly newspapers in county seat towns especially solicited. Now "booking" campaigns for Spring.

For general outline of plan, list of recent successes, references, etc., write or wire

THE LINER SERVICE COMPANY
(S. J. Liner and Associates)
919 Rush Street Chicago
"Clean Clever Campaigns"



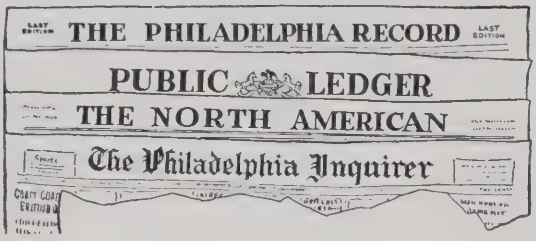
Make Your Banker Take Notice

BANKER'S FLAP envelopes are in staple demand, yet if you buy them from ordinary sources it is a case of small selection of stock, few sizes and long waits. Make yourself solid with your bank by offering a really representative service—*better* envelopes, *full* range of sizes and *immediate* delivery! It is our belief that nobody in the country can touch our service in this bankers' specialty.

10,000,000 Envelopes Constantly in Stock.

Send for free Price List No. 26.

A Notched Under Flap Reg. U.S. Trade Mark
We Protect the Trade
Western States Envelope Co. Milwaukee Wisconsin
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers



And in Philadelphia--

where printing is as old as the city itself and where generations ago Franklin found it necessary to make matrices of clay and found letters of lead -- today the Ledger, Record, American and Inquirer carry almost hourly reports on all human endeavors to millions of readers.

Together with a feeling of gratification we have a sense of responsibility to the publishers who, knowing the importance of the time factor in publishing, selected

Imperial
METAL
LINOTYPE–MONOTYPE–INTERTYPE–STEREOTYPE

Imperial Type Metal Company
Philadelphia Cleveland Detroit

A Message to Advertisers and Printers

The title of the first of a series of amazing articles which turn the search light on new outlets for business is:

"Neglected Fields of Advertising"

Advertising men owe it to their clients to read this first article; manufacturers owe it to themselves to do likewise.

"The Purpose of Art Work in Advertising"

is another article by Herbert Casson, a successful business man with world-wide reputation for his knowledge of advertising and selling, and his ability to tell others about both. The use of art in selling is a big subject on which there are many ideas—see if you agree with Mr. Casson's.

The foregoing are but two of the several stimulating and inspiring articles in the March issue of

THE PRINTING ART

You can make no better investment in safety insurance for the future of your business than to send 40c (45c in Canada) for this March number.

Address Dept. C

The Printing Art
Cambridge, Massachusetts

"NPJ" Viziter : : John's Colyum

THIS column is intended to give a brief, useful picture of the trend of the times in the field of printing-journalism. News letters, bulletins, mail received by the editor, visits of salesmen and readers, trade announcements, and so on, furnish the bulk of the material. Contributions are always welcome, and are handled in conformity to the purpose of this department, as one of the services to readers of "NPJ."

JOHN D. BABBAGE
General Sales Manager

JOHN D. BABBAGE, formerly New England branch manager of the company, has been named general sales manager of the Miller Saw Trimmer Co., Pittsburgh. He succeeds Frank V. Barhydt, who held the post for five years, and recently resigned. Mr. Barhydt and family have gone to spend the winter in Florida and otherwise enjoy a long-desired vacation. Mr. Babbage has been associated with the house of Miller for a considerable time and is particularly well known in New England. His genial personality has made him uncounted numbers of good friends and well-wishers.

Hotels and Newspapers—Fred Croft, Chamberlain (S. D.) Democrat recently editorialized like this: "One would be surprised to hear one hotel spoken of as a republican hotel and another as a democratic hotel; or a barber shop, or a drug store. There is no more reason why a newspaper should be partisan than a garage or a millinery store."

Getting More Foreign Ads—That's not the least wave of today in the ocean of printing-journalism, as recent articles and experience stories in "NPJ" have indicated. Eighteen leading Massachusetts weeklies and two suburban dailies have now joined for an experimental campaign, naming John A. Holland, 68 Devonshire St., Boston, Mass., as executive. He is sending out group rate cards and preparing surveys. The big Iowa Idea along this line, is described elsewhere in this isssue.

Take This In—Any reader may obtain a copy of The Printing Instructor, by writing to W. M. Haynes, U. T. A. Department of Education, 600 W. Jackson Blvd., Chicago, Ill. It is issued solely in the interests of service to the printing industry

Letterhead Papers—A remarkable folder, including samples of envelopes, by M. & F. Schlosser, 220 West 19 St., New York City. Samples are assorted in neat pockets, and the whole thing can be laid out in a moment, for a complete review.

Maj. Wallace W. Kirby, an army engineer, has been named director of the U. S. Bureau of Engraving and Printing, succeeding Louis A. Hill, resigned. Some time ago there were charges that laxity existed in the department, and that duplicate bonds had been issued. Secretary of the Treasury Mellon says there were no over-issues. One report is that a numbering machine stuck and then released, making it appear as if there had been duplicates.

West Virginia Pulp & Paper Co.—In addition to carrying stocks in its own warehouses in New York and Chicago, it is announced, Bradner Smith & Co. of Chicago, and Beekman Paper & Card Co., of New York, warehouse Westvaco Mill Brand papers, beginning March 1. Mill Price List will be mailed by the two houses in addition to the company's offices, Fifth avenue Building, New York City.

Har-Har—"Yes, We Have Some Bodoni". A poem in The Composing Room, a New York trade composition publication.

The Paper Book—Crocker-McElwain Co., Holyoke, Mass., is issuing this publication as "a medium of contact between the manufacturer of paper and the people who use it."

Philip Tell Dodge, president of the Mergenthaler Linotype Co., I was told the other day at a state press convention, is a native of Fond du Lac, Wis., born there in 1851. 'Rah for Wisconsin!

(TURN TO PAGE 48)

ABSOLUTELY CONTROLLED HEAT

in the

FORTIFIED

INTERCHANGEABLE ELECTRIC POT

for Linotype, Intertype, Linograph, or Monotype

Assures

Better Product. Uniform Product. Increased Production. Reduced Press Make-ready Time. Saving Toning of Metal. Elimination of Gas Fumes. Reduction in Fire Hazards. A More Sanitary Condition. Better Health of Operator.

Write for further information.

Price $250.00 f. o. b. Kansas City, Mo., Cash or terms.

FORTIFIED MANUFACTURING COMPANY
14th AND AGNES AVE. KANSAS CITY, MISSOURI

BETTER SERVICE—
—TO SUBSCRIBERS

To give 100% service to subscribers and decrease your expenses, the following are necessary.

An electric mailing machine which assures speed and accuracy.

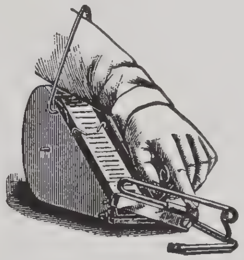
A mailing machine that prints direct from *linotype slugs* on the wrapper or margin of the paper.

A mailing machine that prints through a ribbon making uniform and legible addresses.

A mailing machine that requires no preparation work and does not require skilled operators.

Write for particulars about the Typaddresser.

THE TYPADDRESSER CO.
OMAHA, NEBR.



THE ROBERT DICK
MAILER

- Reduces mailing expense
- Efficient
- Light
- Inexpensive
- Addresses (expert) 8,556 an hour
- Beats them all
- Leads, others follow
- Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings—Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

ENGRAVOGRAPHIA
Steel Die and Copper Plate Printing

Steel and Copper Plate Engraving and Printing to the Trade

Prompt Service

The American Embossing Co.,
192-96 Seneca Street
BUFFALO, N. Y.

THE "NPJ" VIZITER

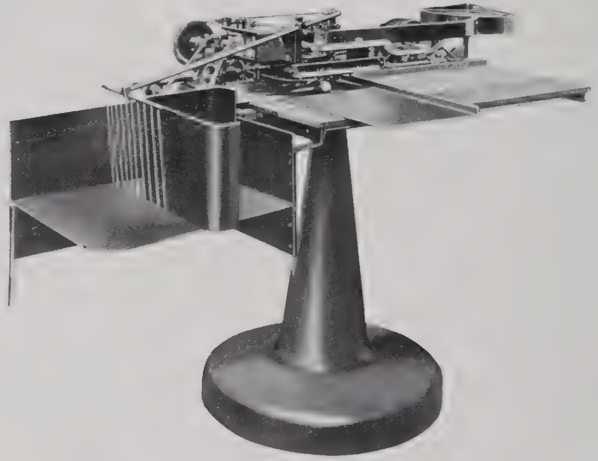
(CONTINUED FROM PAGE 46)

New Monotype Lead, Slug and Rule Caster—Just being announced in trade press advertising. It is designed to fit requirements of plants for an accurate machine to cast nothing but leads, slugs and rules. It casts in all sizes from 1½ points to 12 points inclusive, and automatically delivers in continuous strips or cut to labor saving sizes. Its comparatively low price is creating wide attention.

Wisconsin Press Association—Resolutions at the mid-winter convention in Milwaukee, included endorsement of efforts to furnish trained craftsmen but deplored the encroachment of public school printeries on the territories of commercial printing plants "with taxpayers' money."

A Broadcast—Challenge Machinery Co., Grand Haven, Mich., is covering the trade throughout the U. S. and Canada with a most interesting and unusual broadside on the Lee Two-Revolution Press. The campaign is intended to be a "Get Acquainted" and "Get Better Acquainted" enterprise. The broadside, orange and black, one of the largest ever noted, was printed work-and-turn on the press advertised, without double-rolling or slip-sheeting. An 18x24 hanger on India Tint paper in the same color as the broadside is included. It is reported that over 33,000 copies have been mailed.

Intertype has named George R. Grist, formerly special representative Epes-Fitzgerald, Columbia, S. C., salesman for South Carolina, eastern and lower Georgia, Kenneth L. Eagon, associated with the Sinclair and Valentine Printing Inks in the Middle West for ten years, has been appointed salesman in the Arkansas and Southeastern Missouri territory.



THE WEST SEALER

West Sealer—The increasing use of self-addressed broadsides and mailing folders in direct mail advertising has created a big new field for the progressive printer, but profitable operation in this field depends on handling every detail of production rapidly and efficiently. Sealing has in the past slowed down his delivery volume. The perfection of the "West Sealer" removes this handicap. The machine punches stickers from rolls of gummed paper, wets them after punching and seals broadsides with them at the rate of 3,600 an hour. The operation is entirely automatic, except for feeding, which can be done by the lowest paid boy or girl in the shop. The West Sealer is being used with complete success by many printers and producers of direct mail advertising. Its makers claim for it exceptional durability, simplicity and ease of operation. It can be belt-driven from a ¼ H. P. motor and is portable. The West Manufacturing Co., 90 Second St., Milwaukee, is the manufacturer.

N. E. A. Bulletin—"The N. E. A. Advertising committee has figured out a minimum display rate. Why not have a committee fix a minimum salary rate that the country publisher should pay himself before he begins to figure profits?"

B. F. "Barney" Chittick has been appointed manager of the Chicago branch of the Printers' Manufacturing Co., Minneapolis, makers of the Monomelt Slug Feeder. The branch is located at 417 South Dearborn street. "Barney" learned the trade of printer at 13. He was for a time assistant editor of the Inland Printer, and more latterly successively sold Linotypes, Ludlows and Intertypes. The Chicago office territory comprises eight mid-western states.

It Opens Nicely—A new mailing folder by the Challenge Machinery Co., Grand Haven, Mich., "You Will Agree", describes the Challenge Pressed Steel Galleys. The first unfolding shows a brief description and tells how to order them, at "all type founders and supply houses". The next unfolding shows excellent pictures of the galleys, its good points, etc.

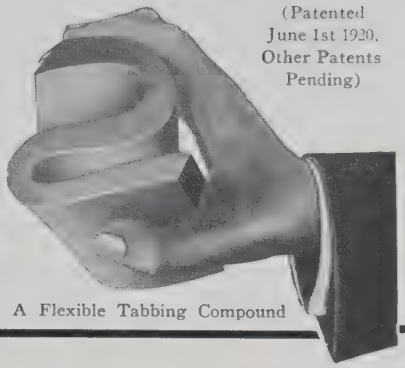
Clear Spring Line of Book Papers—Announcement comes of the new line from the West Virginia Pulp & Paper Co., New York office. The line is getting distribution rapidly. Brilliant white color is one of the chief features attained in this product.

For Bank Job Work—A new Butler folder is entitled "How a Bank Can Build Business With Butler Papers". The folder contains an interesting group of samples of folders, etc., for bank purposes.

Warrens is just out with a new pamphlet containing samples, entitled "In 1924 the High Cost of Forgetting Will Not Be Lower." It is directed to printers, advertising managers and other business men.

Honors For Salesmen—G. C. Willings, vice-president in charge of sales of the Intertype, and C. W. Gaskell, production vice-president, are on a trip to branch offices over the country, to meet salesmen at get-together sessions, when awards are made to leading salesmen in each territory for 1923 work. The leaders so far announced are: E. H. Hostetler, Pacific Coast; L. R. Holley, Middle West; Albert Sterling, East, and C. C. Chadwick, South.

(TURN TO PAGE 50)



TIME SAVED IS MONEY SAVED!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

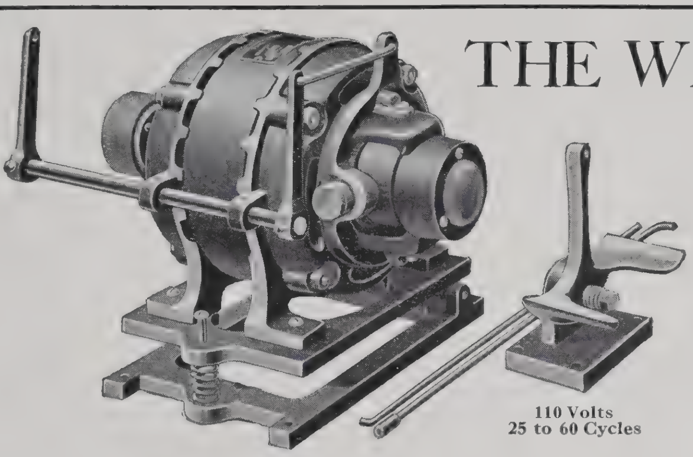
COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied by all printers' supply houses.

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920. Other Patents Pending)

A Flexible Tabbing Compound



110 Volts
25 to 60 Cycles

THE WARNER VARIABLE SPEED ALTERNATING CURRENT MOTOR

for JOB PRESSES

Motors are equipped with double row self-aligning, Ball Bearings. You want a motor that will give the least possible trouble. **WE HAVE IT**

Bearings will run at least three years before re-oiling is necessary. Brushes are long life. Printers are getting over a year's run on an average on one set of brushes.

Stop, start, decrease or increase speed with the foot.

Your hands have enough work to do, let your foot do a little of it. Satisfaction guaranteed or money refunded.

WARNER MOTOR MFG. CO.

410 East Ransom Street, KALAMAZOO, MICH.

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

COSTS YOU NOTHING TO

TRY

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.
[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.
[For All Other Standard Boxes]

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
21 William Street New York

Wilkes TYPE METALS

WILKES TYPE METALS TRADE MARK

WERE THE CHOICE of hundreds of highest grade printers during 1923. The list of users of Wilkes Metals looks like the blue book of the printing trades.

Unequaled Purity, Uniformity and Low Working Temperatures have caused substantial reductions in metal charges with corresponding betterment of results. Send for Wilkes Type Primer and learn all the reasons why.

Cast Quality Face, Body and Plates.

METALS REFINING COMPANY
Convenient Warehouses Quick Deliveries HAMMOND, IND.

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery.

485 BROADWAY, MILWAUKEE, WISCONSIN

Why "Pig" Metal?

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
1606 8th St. S. E., Minneapolis

A New
Editorial Service

Cartoons—Comics—News Pictures—
Editorials, Etc. All in Mat Form—
For Weekly Newspapers—
Write for Sample.

NATION-WIDE SERVICE
614 Park Bldg. Cleveland, Ohio

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 48)

Harry Hammond, Byron (Calif.) Times, is getting ready to publish another special booster edition which will have 150 or more pages in "magazine form", and be out about June.

M. L. Gross, Wisconsin Representative of the Intertype, gave several largely-attended exhibits of the moving picture, "The Making of a Typesetting Machine" during the convention of the Wisconsin Press Association in Milwaukee, early in February.

Seven Veterans Honored—The North Dakota Press Association recently paid special tribute to members in business for thirty years or more including: Walter Taylor, LaMoure; P. O. Thorson, Grand Forks; G. Thompson, Pemonia; M. H. Crary, Devils Lake; Matt Johnson, Bottoneau; Sam Milmin Sharon, C. E. Boyden, Fargo.

Burgess Bowls 'Em Over—Frank Burgess, publisher of the LaCrosse (Wis.) Tribune, the "quarterback of American Journalism", who has just concluded his second (and final, he says) term as Inland Daily president, recently issued a challenge through the Manitowoc (Wis.) Elks to meet any 110-pound bowler in the state.

Not to be Overlooked—Milwaukee Sentinel: "Mr. Bok, we understand, is ready to offer another $100,000 for something or other, which leads us to respectful admiration of the ability of at least one editor to get a healthy bank roll together."

Over Seas—Vienna, Austria, newspaper advertising is to bear a heavy tax. Ten per cent on all forms of advertising will go to the municipality. Where the individual income exceeds 1,000,000,000 kronen, the tax will be 35 per cent.

The World's—The new Duplex in building at Battle Creek for the New York World is 18 feet high, 67.5 feet long and prints up to 128 pages in multiples of 16. It was designed by Henry F. Bechman, and is built so more units can be added. It weighs over 200 tons.

The Virginia Press Association has been offered a free site for a club house on the Chesapeake Bay, in Princess Anne County.

Warren B. Bullock, director of the information service of the American Paper & Pulp Association, has been appointed a major in the quartermaster officers' reserve corps of the U. S. Army. And I used to call him "Bull" in the olden days!

New Ink—Prof. W. R. Orndorff, Cornell University, announces discovery of a new printing ink ingredient through the Todd Protectograph laboratories, which makes ink on checks get darker instead of fading out, when ink erasers are employed.

E. E. Sinclair and John J. Carroll, formerly of the Sinclair & Valentine Co., New York City, have formed Sinclair & Carroll Co., to manufacture printing and lithographic inks. Roy Carroll has been appointed Chicago agent.

Ortleb Ink Agitator Co., 314 Calumet Bldg., St. Louis, Mo., has taken on more distributors recently, including the Milwaukee (Wis.) Printers' Roller Co.

New Specimen Book—American Type Founders, 1,200 page catalog. It is learned that the entire edition of 60,000 was printed from one set of type forms, no electrotypes being used. The last book was published in 1912. W. A. Parker had charge of the new publication.

ANNIVERSARIES, 25 YEARS AND OVER

Waverly (Ia.) Independent-Republican—50th; Feb. 14.
Hutchinson (Minn.) Leader—44th.
Willmar (Minn.) Republican-Gazette—55th year.
Fairport (N. Y.) Herald—52nd year.
Mineral Point (Wis.) Tribune—77th.
Shawano (Wis.) Journal—66th.

PRINTER-JOURNALIST ASSOCIATION DATES

March

Washington Newspaper Institute, Washington University, Seattle, Wash., 13-15, with executive meeting Washington State Press Association.
Southern Illinois Editorial Association, Granite City, Ill., 14-15.
Maine Chapter of Sigma Delta Chi, National Journalistic Fraternity, 14-15, University of Maine.

April

Southeastern Master Printers' Federation, Louisville, Ky., 15-16.
Paper Industries Exposition, New York, N. Y.; week of April 7.

May

National Editorial Association, convention and trip through Oklahoma and New Mexico begins May 18, Kansas City, Mo.
Minnesota Editors' Short Course, 8-10, University Farm, St. Paul, Minn.
Inland Daily Press Association—Chicago, 20-21.

June

American Association of Agricultural College Editors, Brookings, S. D.
Alabama Press Association, 12-14, Florence.
Canadian Weekly Newspapers Association, Toronto, 5-7.
Association of Newspaper Advertising Executives and Association of Newspaper Classified Advertising Managers' Association, 9-12, Columbus, O.
Central States Circulation Managers' Association, 9, Louisville, Ky.
Texas Press Association, 17-19, Amarillo, Tex.
National Assn. of Employing Lithographers, 3-5, Del Monte, Calif.
Alabama Press Association—Montgomery, 12-14.

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.

October

United Typothetae of America, 15-18, Chicago.
Texas Circulation Managers' Association, Dallas.

ASSOCIATION NOTES, CHANGES, ETC.

New York Employing Printers' Assn., Inc.—Mr. William L. Roberts named director.
New York Printers' Supply Salesmen's Guild—Daniel J. Casey elected president.
United Typothetae of America, Chicago, Ill.—Albert Highton, formerly of the American Writing Paper Co., to take position as copy writer.

N. P. J. Classified Advertisements

Address all Communications to NATIONAL PRINTER-JOURNALIST, Classified Dept., 129-135 Michigan Street, MILWAUKEE, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

FOR SALE—Campbell Multipress web newspaper press, printing papers of 4, 6 or 8 pages from flat forms (no stereotyping required) with motor, 220 volts direct current. Can be seen in New York City. Good working order at low price. Baker Sales Company 200 Fifth Avenue, New York City.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

SPECIAL SERVICES

PROVEN CIRCULATION BUILDING PREMIUMS, handsome, yet inexpensive, backed by free exploitation ads. Write for particulars. Sherlock Mfg. Co., 513-529 Court St., San Bernardino, Cal.

EDITORIAL WRITER wishes to contribute paragraphs and short articles to live paper. Variety of topics, political or general. Perfect copy. Fair price. Exclusive service—no syndicate. Address, E. W., care National Printer-Journalist, Milwaukee, Wis.

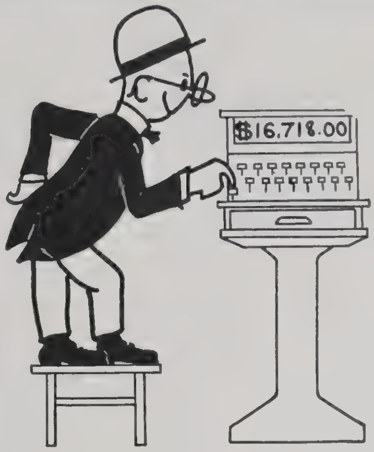
INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.



RING UP PROFITS

—Brayton Syndicate Salesmanship Clubs and Circulation Campaigns rang up profits for more than 75 publishers during 1923, ranging from $6,000 for small weekly papers to $16,718.00 for county seat publications.

—Ours is a distinctive, snappy service that reaches the entire trade territory at once speaking—increases circulation by leaps and bounds—and puts the entire list on a strictly cash-in-advance basis in six weeks' time.

—Our Salesmanship Clubs are SELF-FINANCING and personally conducted from start to finish, on commission basis. They embody the competitive idea but are on a much higher plan than the ordinary contract and get correspondingly BIGGER RESULTS.

—Write or wire for information about "CIRCULATION CAMPAIGNS THAT PAY."

NOW BOOKING FOR MARCH
—12 Campaigns in progress now—

THE BRAYTON SYNDICATE
The Old Reliable . . . 21st year . . . 1903-1924

225 Oxford Building,
Washington, D. C.

Suite 510—
17 N. LaSalle St.
Chicago, Ill.

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

From "NPJ" Subscribers

CHARLES M. VALDES, *Publisher, Cape May, N. J.*—Your monthly is worth to me $100. I increased my circulation over 500 with your ideas. Kindly do NOT stop mailing it to me every month.

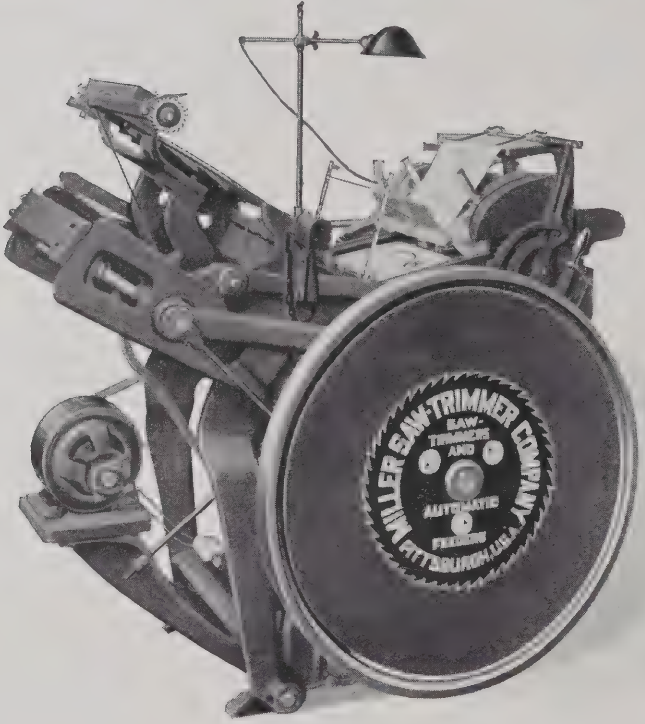
FOSTER W. RIDDICK, Winamac (Ind.) *Republican*—The NATIONAL PRINTER-JOURNALIST is more helpful to me as a printer-journalist in a county seat town of less than 2,000 population than any other trade journal I have read.

W. J. GALVIN, *Publisher, Wilmington* (*O.*) *News-Journal*—Kindly place the *News-Journal* on your mailing list for one year; send invoice and check will be mailed promptly. I take the NPJ myself, but wish *an extra copy for my superintendent.* You are certainly getting out a helpful publication. The description of plants is the best thing ever run in trade papers, in my belief.

HOWARD C. KING, *Editor, St. Maries,* (*Idaho*) *Gazette-Record*—I have just finished reading your NPJ and find much in it worth while. It seems to me that you are putting out a trade paper that comes nearer filling the bill than any I know of at this time. Many helpful articles are featured and they are practical. For many years I was a subscriber of another well known trade paper, but of late years it seemed that its editorial selection was not "up to snuff" and I dropped it. But in NPJ you seem to be getting in touch with real newspaper making and the news of the trade is also interesting and appreciated by anyone who is interested in the business as I am.

W. A. ADAIR, *Marshall* (*Tex.*) *Messenger*—Every issue is worth more than the price for one year.

Miller Ideal Unit


MILLER SAW-TRIMMER COMPANY
SAW-TRIMMERS AND AUTOMATIC FEEDERS
PITTSBURGH, U.S.A.

THE FACT that in excess of 17,000 MILLER UNITS are in daily operation in upward of 10,000 shops in this country and abroad, establishes MILLERS as the *accepted standard* in platen press automatic feeder construction. Prominent among the important contributing factors responsible for our dominance of the platen press automatic feeder field is MILLER SERVICE and MILLER CO-OPERATION. The moment an order is placed for a MILLER FEEDER or MILLER UNIT, on throughout delivery, installation and the demonstration and instruction periods, and afterward in maintaining maximum efficiency in operation, the entire MILLER organization and its corps of experts are placed at your disposal—typical of the established MILLER policy, which is your guarantee of satisfactory service. A line from you will bring descriptive matter, prices and complete details regarding our "Put-It-On-Your-Payroll" payment plan.

The Miller Saw-Trimmer Co.

2 to 24 Penn Ave. **Pittsburgh, U.S.A.** Point Building

ATLANTA BOSTON CHICAGO DALLAS DETROIT
LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO
MILLER & RICHARD, Toronto-Winnipeg LANSTON MONOTYPE CORP., Ltd., London

ENGRAVINGS

In olden days, — and not so very far back, at that, — the only engravings used were carved out of wood by Monks.

Contrast this with the Modern Science of photo-engraving which enables you to have anything reproduced, whether this be works of Art or merchandise of any description.

The success of the largest business houses in the country, both Retail, Wholesale and Mail Order and also the Manufacturing Industries, has only been achieved by use of illustrations in their advertising matter and catalogs.

The Barnes-Crosby Company has for a quarter of a century maintained its position as one of the foremost establishments of its kind in this country, and with its large Advertising Studios, with specialists in all branches, and its modern up-to-date Engraving Shops, are in position to produce illustrations and engravings of the highest order.

A cordial invitation to visit our Offices and Works is extended to all buyers.

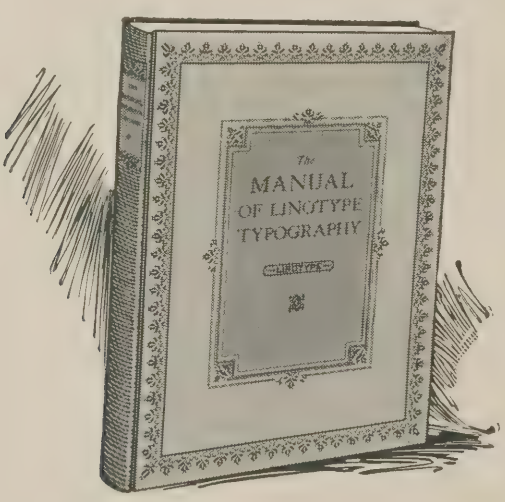
BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION

Linotype Typography

Every Linotype user has at his command a completely planned system of type families and related ornamentation that enables him to produce, entirely on the Linotype, composition of the highest quality.

Recognized typographic authorities have been drawn into Linotype service. The Linotype Company has invested and is investing time and money in analyzing the needs of the printing industry—in research, experiment and development—all that the Linotype user may produce better work on his machine and produce it at less cost.



Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

Some of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:

The Circulating Matrix
The Slug (Complete Line of Type)
The Spaceband
The Power-Driven Keyboard
The Two-Letter Matrix
The Quick-Change Magazine
The Auxiliary Magazine
The Split Magazine
The Front Removal of Magazines
The Multiple-Magazine Machine
The Seventy-two Channel Magazine
The Display Machine
The Text-and-Display Machine
The Multiple Distributor
The Two-Pitch Distributor Screw
The Universal Mold
The Four-Mold Disk
The Recessed Mold
The Automatic Font Distinguisher
The Universal Knife Block
The Universal Ejector
The Sorts Stacker and Multiple Sorts Stacker
The Forty-two-Pica Measure Machine (1897)
Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Composed entirely on the Linotype *in the Bodoni Series*

NATIONAL PRINTER JOURNALIST

APRIL, 1924

Vol. 42. No. 4.

Copyright, 1924

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

The Only
Woman President
of a State Press
Association—
Read Her Story
in This Issue

MRS. MARIE WEEKES
Editor, Norfolk (Neb.) Press

Unanimously
Elected Chief
of the Nebraska
Press Association
for the Term of
1924-1925

*A Magazine for the Newspaperman
and the Printer.*

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879

A POOR PRINTING PLATE
is the Father of a Lot of Trouble

If plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness—or are sprung in the making—they will break sheets on the press, injure press blankets, and print poorly.

Mis-shapen printing plates are not the fault of those who make them, but of the apparatus in which they are made. The most expert stereotyper cannot turn out true plates with hand apparatus.

Even with the best hand box and plate finisher made, plates will be untrue in curvature, inaccurate in thickness, and out of shape. Such plates are the cause of newsprint waste, press delays, and poorly printed papers.

THE PONY AUTOPLATE MACHINE makes plates accurately in curvature and thickness, and does not spring them. It enables a press to do its work comfortably, without unnecessary delay or waste.

It saves time and money in three departments,—the foundry, the pressroom, and the delivery-room.

Wood Newspaper Machinery Corporation
501 Fifth Avenue, New York City

The New

CHARACTER INTEGRITY

St. Louis American

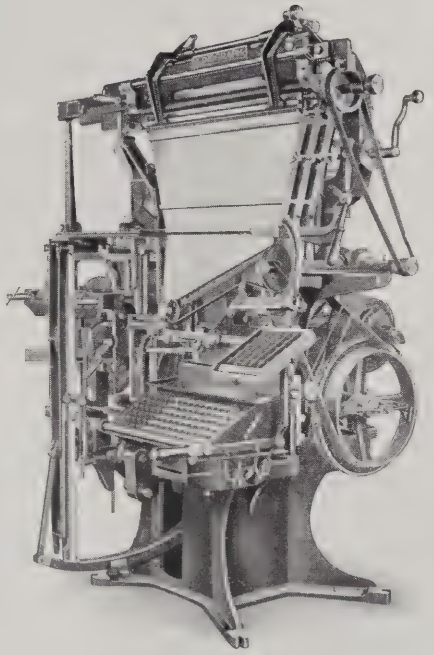
AN AMERICAN PAPER WITH POLICIES OF ABRAHAM LINCOLN AND PRINCIPLES OF THEODORE ROOSEVELT

Chooses the Linograph

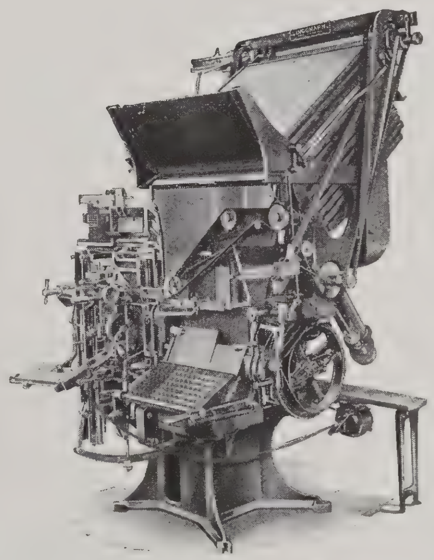
After a thorough investigation and careful consideration, St. Louis' new morning daily, The St. Louis American, has chosen Linographs to equip their composing room. The initial order includes one of the new **All Purpose** Model 12's and nine of the multiple magazine Model 3's.

The largest and most modern newspapers are recognizing that Linograph **Simplicity of Construction Does Mean Efficiency of Operation.** You, in justice to yourself and your business, should investigate closely this most modern way of producing the type for your paper.

Watch for further announcements.



MODEL 3 LINOGRAPH



MODEL 12 LINOGRAPH

The Linograph Company

Davenport, Iowa, U. S. A.

New York Office
15 Park Row, New York City

European Agency
Et. Pierre Verbeke
Brussels, Belgium

Australasia, So. Africa, China
Parsons & Whittemore
New York City

So. American Agency
Ault & Wiborg
Cincinnati, Ohio

Two papers worth knowing—

HYLOPLATE *and*

It pays to watch new developments in printing paper as well as in selling and advertising methods. . . .

While these Kimberly-Clark papers are not exactly new, they have not been advertised previous to this winter. And consequently their wide range of usefulness is news to many buyers of printing.

You will find in Hyloplate and Hylo English Finish an unusual degree of opacity, a quick drying of ink, a smooth, even surface, and clean, bright color. All this at an attractive paper cost.

Prominent paper merchants in every territory, listed on the page adjacent, carry these papers in stock and will furnish printed samples, showing printed results with halftone screens from 100 to 150 lines. These samples, free on request, will prove of interest, and perhaps of direct value to you.

Kimberly-Clark Company
-Established 1872-
Neenah, Wisconsin

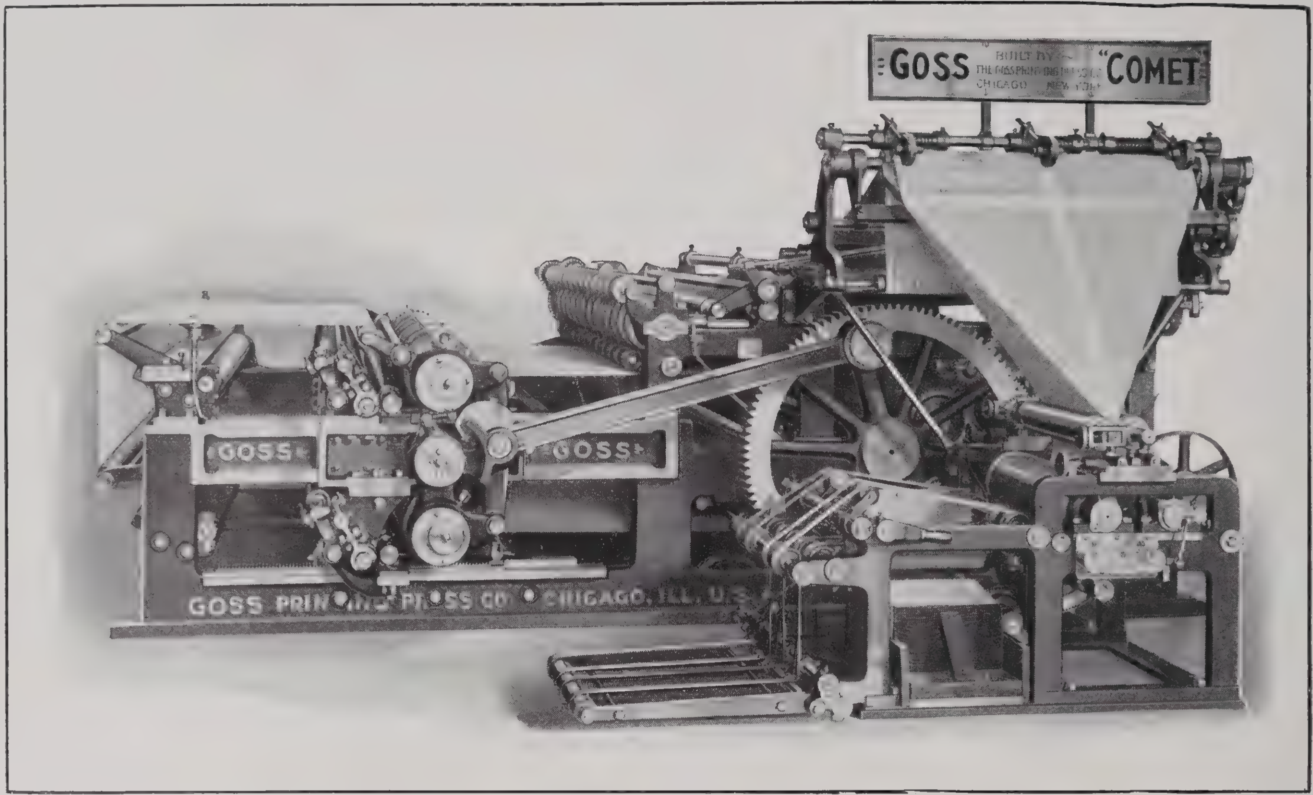
Offices in New York : Chicago : Los Angeles
51 Chambers St. 208 S. LaSalle St. 510 W. Sixth St.

Hylo English Finish

The paper merchants listed below carry Hyloplate and Hylo English Finish in stock in the regular weights and sizes.

- ATLANTA
  - The Chatfield & Woods Company
- BUFFALO
  - The Alling & Cory Company
- BUTTE
  - Minneapolis Paper Company
- CHICAGO
  - Bradner Smith & Company
  - Chicago Paper Company
  - Parker Thomas & Tucker Paper Co.
  - Swigart Paper Company
- CINCINNATI
  - The Chatfield & Woods Company
- CLEVELAND
  - The Petrequin Paper Company
- DALLAS
  - Graham Paper Company
- DENVER
  - The Carter Rice & Carpenter Paper Co.
  - Graham Paper Company
- DES MOINES
  - Carpenter Paper Company of Iowa
  - Western Newspaper Union
- DETROIT
  - Beecher Peck & Lewis
- EL PASO
  - Graham Paper Company
- FARGO
  - Western Newspaper Union
- INDIANAPOLIS
  - Crescent Paper Company
- KANSAS CITY
  - Graham Paper Company
  - Kansas City Paper House
- LINCOLN
  - Lincoln Paper Company
  - Western Newspaper Union
- LITTLE ROCK
  - Western Newspaper Union
- LOS ANGELES
  - Western Pacific Paper Company
- LOUISVILLE
  - Southeastern Paper Company
- MILWAUKEE
  - The E. A. Bouer Company
- MINNEAPOLIS
  - Minneapolis Paper Company
- NASHVILLE
  - Graham Paper Company
- NEW ORLEANS
  - Graham Paper Company
  - E. C. Palmer & Company, Ltd.
- NEW YORK CITY
  - The Canfield Paper Company
- OKLAHOMA CITY
  - Kansas City Paper House
  - Western Newspaper Union
- OMAHA
  - Carpenter Paper Company
  - Field-Hamilton-Smith Paper Company
  - Western Paper Company
- PHILADELPHIA
  - The Canfield Paper Company
- PITTSBURGH
  - The Chatfield & Woods Company
- PUEBLO
  - Colorado Paper Company
- ROCHESTER
  - The Alling & Cory Company
- SALT LAKE CITY
  - Western Newspaper Union
- SAN ANTONIO
  - San Antonio Paper Company
- SAN FRANCISCO
  - General Paper Company
- SIOUX CITY
  - Western Newspaper Union
- ST. LOUIS
  - Graham Paper Company
- ST. PAUL
  - E. J. Stillwell Paper Company
- TOLEDO
  - The Commerce Paper Company
- WICHITA
  - Western Newspaper Union

Kimberly-Clark Company
-Established 1872-
Neenah, Wisconsin



The Goss "Comet" Flat Bed Web-Perfecting Press folds as it prints 3,500 four, six or eight pages per hour of a 6, 7 or 8 column newspaper from type forms or flat stereos and roll paper. The column length can be 20 to 21 inches. The cut of sheet is 22 inches. A 12 x 12 foot floor space accommodates the press. A 5 H. P. motor will drive it. The Goss "Comet" has but half as many composition rollers as other flat bed presses and these rollers are interchangeable. It is also equipped with former, rotary folder (metropolitan press type), thumb screw inking fountains, narrow margin chases and all the other latest, patented Goss devices that have been found necessary to perfect a newspaper at lowest cost.

Metropolitan Press-Work and Service

MADE AVAILABLE TO THE PUBLISHERS OF SMALLER NEWSPAPERS

TO PRINT a small newspaper at the lowest possible cost, and yet have it on a par in press-work with one's neighbors in the big cities, is the ambition of every alert publisher.

That the Goss "Comet" is the nearest approach to the ideal in this respect is best borne out by the experience of its many users.

"Our pressman had never seen a 'Comet' run", is the testimony of one business manager which we quote because it is so typical. "He was a bit nervous the first few days. But he is now more confident of getting the paper off without trouble than he was with our ex-cylinder.

"The Goss 'Comet' is actually saving us more than 10% interest on its cost over past cylinder press work.

"If you have any anxious inquirers we will be pleased to have them write us. I think we can satisfy them and not use up one-half the truth about the Comet"

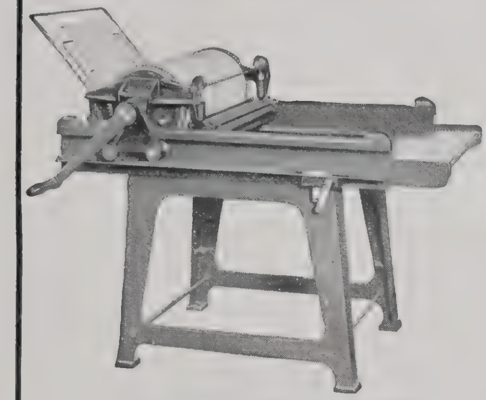
Built by the same mechanics and in the same shops that turn out the big presses for the world's leading metropolitan newspapers, the Goss "Comet" is likewise of the same high quality and is backed by the same reputation and the same "sleepless service" that is relied upon by the largest publishers.

Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. · CHICAGO

GOSS
STRAIGHT LINE
GOSS HIGH SPEED

Vandercook Rigid Bed
COMPOSING ROOM PRESSES



COMPOSING ROOM CYLINDERS

SIZES, 17 x 25 and 25 x 25

The large size will take a full size newspaper page locked in type-high chase without inking or printing the chase. These presses have the most efficient and at the same time the simplest automatic inking, trip, grippers and feed.

The inking system is so built that a single unsupported 10-point letter, that will just stand alone, can be inked without knocking it down. The wash up and care of the rollers is most simple. These presses are furnished with removable steel galley thickness bed plate so that forms may be proofed in galleys or slid on bed of press.

ROLLER SERIES PRESSES

SIZES, 10 x 24 and 12 x 24 (Automatic Inking)

The Vandercook Roller Series Proof Press inks both ways of travel and prints both ways. It has two ink plates. It is most accurate and speedy in operation.

Where precision galleys are used these presses give a great service in testing linotype or monotype. Proofs are made which do not show any indentation of the sheet and the proofreader immediately detects any imperfectly cast characters.

MODEL No. 1 TRUSS PRESS

SIZE, 13 x 18 (Hand Inking)

Built for the greatest good to the greatest number. Any printing that can be done on any press can be done on this press — four-color process work to perfect register more simply than on any other machine. It is ideal for testing cuts and plates as well as for ordinary proofing.

The presses are equipped with register device, improved hand brayer, and gailey thickness bed plate.

PROOF

That the Rigid Bed Principle of Construction is the Correct Principle for Composing Room Presses

VANDERCOOK Rigid Bed Proof Presses

Are used where Quality and Speed in the Production of Proofs are most needed. The great majority of the major publications in the United States are now assisted in the making by Vandercook Rigid Bed Composing Room Presses

A Few of Many Instances

R. R. DONNELLEY & SONS CO., of Chicago, which is admitted to be the largest general printing plant in the world, use twenty-six Vandercook Rigid Bed Composing Room Presses. In the plant as many as twenty to thirty final proofs, perfectly printed, are required on the pages of the great mail order catalogues. With the skillful handling of the Composing Room Cylinders in this plant the average time with two operators to produce twenty final proofs and change the form is *one minute*.

THE CURTIS PUBLISHING CO., of Philadelphia, publishers of the Saturday Evening Post, etc., use eleven Vandercook Rigid Bed Composing Room Presses. Every page of the great national publications produced by this firm is known to be perfect in its printing qualities before it leaves the composing room.

At the GOVERNMENT PRINTING OFFICE, Washington, D. C., all the type used is tested on Vandercook Rigid Bed Presses.

At the BUTTERICK PUBLISHING CO., of New York, every page is tested in type and also in plates on Vandercook Rigid Bed Presses.

"Ad Setters" who do nothing but set advertisements and are the best paid branch of the printing industry are almost unanimous in the use of Vandercook Rigid Bed Composing Room Presses. These firms must have the very best quality in their proofs. They find not only quality but speed and low cost of production in these Rigid Bed Machines.

In the vicinity of Boston, where a large proportion of the fine bookmaking of the United States is done, such plants as that of the Houghton Mifflin Co., Ginn & Co., Norwood Press, Plimpton Press, etc., use Vandercook Rigid Bed Composing Room Presses.

Every daily paper of national importance in Boston, New York, Philadelphia, Baltimore, Washington, Cleveland, Chicago, etc., etc., use Vandercook Rigid Bed Composing Room Presses. These presses are meeting in a practical and inexpensive way the growing demand from advertisers for more and better proofs.

These specific instances are cited because the character and volume of the work done makes these plants more generally known throughout the nation, but there are hundreds of other firms using these machines who have the highest appreciation of quality of work and low production costs.

Some of Our Last Month's Deliveries

Ginn & Co., Boston, Mass., one No. 1 Truss Press to be used as a test press. This firm previously purchased two No. 25's and one No. 17 Rigid Bed Composing Room Cylinders and one No. 20 Roller Series Press.

Canadian Government, Ottawa, Canada, four No. 17 Rigid Bed Composing Room Cylinders, which were selected by the Canadian Government without any personal solicitation on our part.

New York Times, New York, one No. 25 and one No. 17 Rigid Bed Composing Room Cylinders.

The Chicago Tribune, Chicago, one No. 17 Vandercook Rigid Bed Composing Room Cylinder.

The Methodist Book Concern, Chicago, one No. 21 Rigid Bed Roller Series Press.

Blakely Printing Co., Chicago, one No. 17 Rigid Bed Composing Room Cylinder (eighth repeat order).

J. Horace McFarland, Harrisburg, Pa., one No. 1 Truss Press with ground in cylinder and bed to be used to test plates and engravings (third repeat order).

VANDERCOOK & SONS

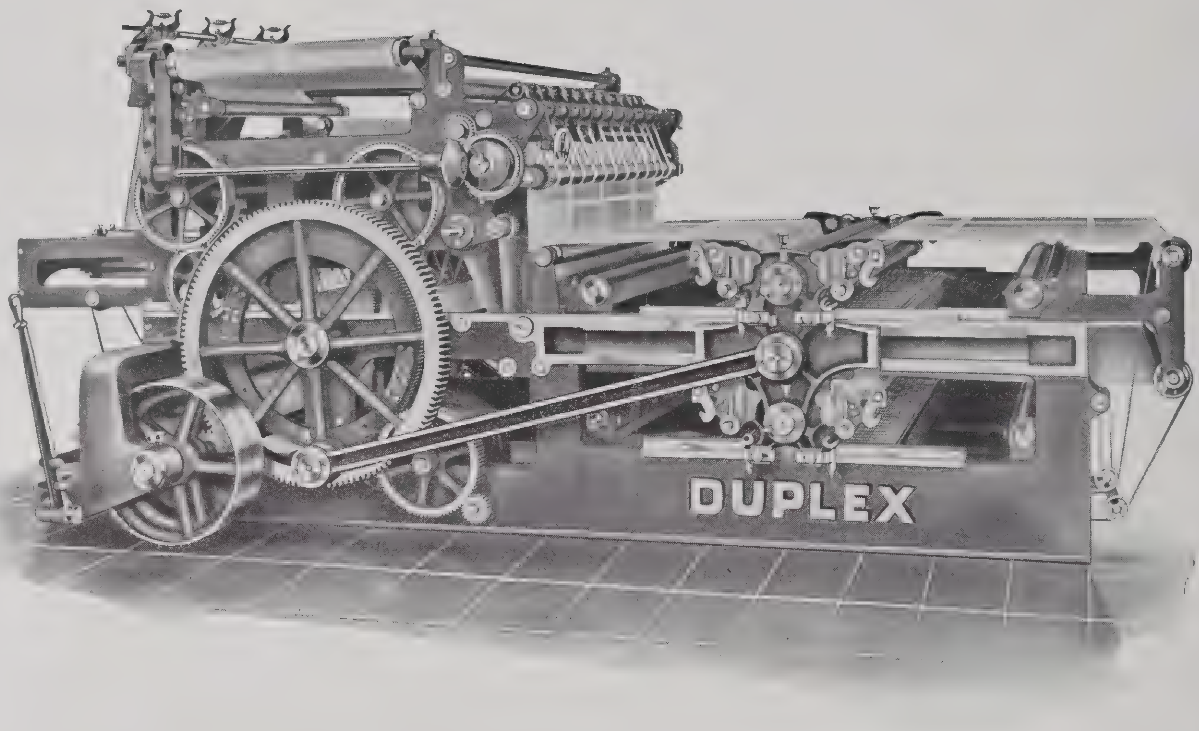
Originators of the Modern Proof Press

1716-22 West Austin Avenue, Chicago, Ill.

Represented by: Keenan, Pollard & Co., New York; John S. Thompson, San Francisco; Prince & Hensley, Los Angeles; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England.

A FEW REASONS–

WHY THE PROGRESSIVE PUBLISHER SHOULD EQUIP WITH A **DUPLEX "E"** FLATBED WEB PRESS



1—It is the only HIGH SPEED flatbead web press built. Speed, 5000 to 6000 papers per hour, printed, folded and counted.

2—***It is the only flatbed web press built which prints a complete paper on each stroke*** of the reciprocating parts—all other presses print on alternate strokes only—the return stroke is unproductive, obviously inefficient.

3—It is the only flatbed web press which is flexible as to the width of the printed page. The Model "E" press prints 7 col. 13 ems; 8 col. 12 ems; 8 col. 12½ ems, and 8 col. 13 ems—6 point column rules—standard or narrow margins—and the change from one to another may be made in a few minutes by the pressman himself.

4—It is the only flatbed web press equipped with a PAPER-ROLL HOIST, a great convenience and labor-saver.

5—Because the DUPLEX flatbed press has been built and brought up to its present state of perfection by its ORIGINATORS—over forty years of productive and successful experience stands back of it,

WRITE FOR BULLETIN 701

Duplex Printing Press Co.

Main Offices & Works: BATTLE CREEK, MICHIGAN

World Building
New York City

New Temple Building
Chicago

Chronicle Building
San Francisco

THE MILWAUKEE JOURNAL

Poincare Quits as French Premier

Johnson Cuts Coolidge S. Dakota Lead

McAdoo Victor, Sterling Loses

Outcome of Republican Presidential Primary Still in Doubt

Pershing on Steamer Bound for America

Surgeon Dies at Operation

Dr W. F. Malone, 62, Hospital Founder, Is Stricken Suddenly

Declare Mayor Obtained Loans

Nonpartisans Answer Socialists' Claims of City Prosperity

Mal Daugherty, Banker, Faces Action in Court

Senate Committee Demands That Accounts of Smith Be Placed in Record

Fog Forces Down Lone British Plane Trying World Hop

Resigns With Cabinet After Defeat in Vote

Withdrawal Final Says Official, Beaten in Test on Pension Bill, Ministers See Millerand

Fall's Relative to Stand Trial

Chase Charged With Subornation of Perjury in Loan Story

Bergdoll Is Believed on Way to America

Resigns Pre

IS FAMOUS as one of the well printed American newspapers.

It uses metals made by Gardiner. It knows there are several good metals and its sole desire is for those which will aid in producing fine results with the least effort.

Why not make your next order,—Gardiner metal and see if it is true that its use means to a fine newspaper a noticeable improvement in appearance.

If it does that, it will have earned its slightly higher cost per pound. A cost which we feel is necessary in order that you may have the finest results and true economy.

Gardiner's

Is Fine

Type Metal

Gardiner Metal Co.

Established 1901

1356 West Lake St. **Chicago, Illinois**

36-point BOLD DISPLAY on 42-em Intertype SLUGS

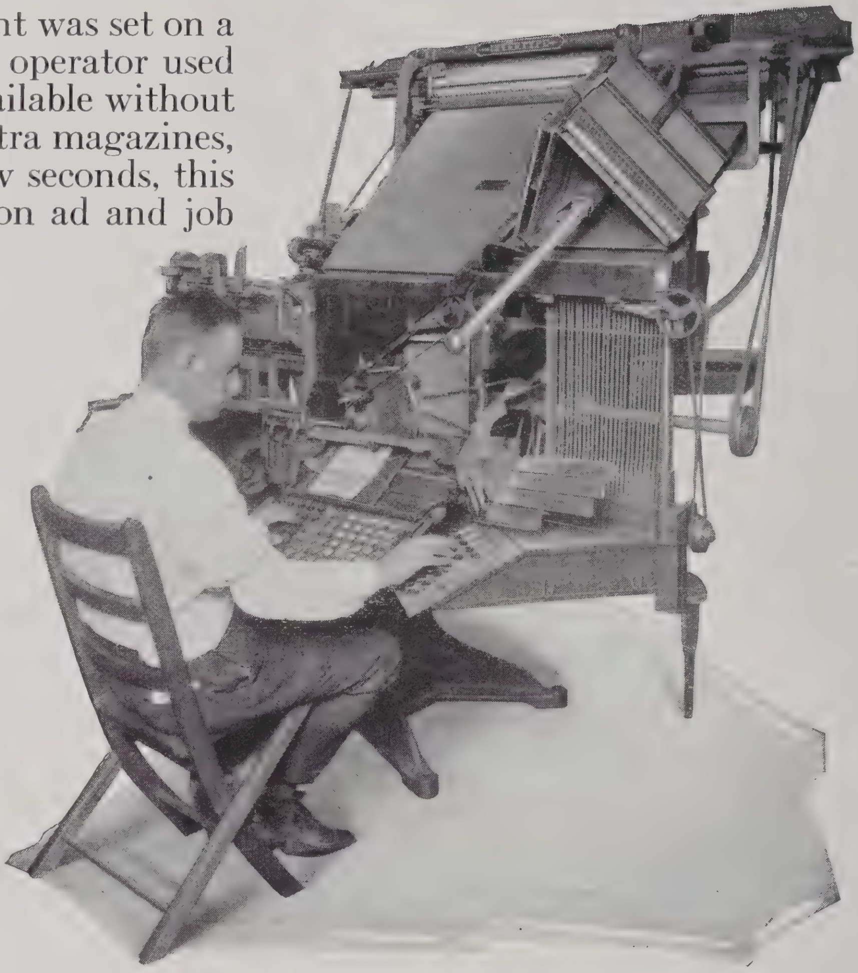
Every line in this advertisement was set on a Model D-s.m. Intertype. The operator used only 11 of the 15 alphabets available without replacing magazines. With extra magazines, which can be changed in a few seconds, this machine is a wonder worker on ad and job composition.

Model D-s.m., like all other Intertypes, can be furnished for setting slugs up to 42 ems (7 inches) wide. The 42-em slugs save time on display work especially, eliminating much "butting" of slugs for wide lines.

Thirty-five Intertype display faces and sizes are now available, from 18-point to full width 36-point bold, including Cloister, Bodoni, Century, Cheltonian, etc., as well as a wide range of condensed faces up to 60-point bold. New display faces are constantly being added.

With such equipment, Intertype slugs can be used for almost every line of display in the average newspaper, as well as for a wide range of job work. They save time in composition, make-up, and handling, and *eliminate distribution expense.*

Our local representative will give you detailed information, without obligation on your part. Let him help you plan for lower composition costs, whether or not your plans involve additional equipment.



Intertype 42-em Model D-s.m. with Power Keyboard Side Unit. Three main magazines (top one can be "split" for display faces) and three side magazines.

No Standardized Intertype Has Ever Become Obsolete

INTERTYPE CORPORATION

General Offices and Eastern Sales Department: 50 Court St., Brooklyn, N. Y.
Branch Offices: CHICAGO, Rand-McNally Bldg.; MEMPHIS, 77 McCall St.
SAN FRANCISCO, 560 Howard St.
Sales Offices: BOSTON, 49 Federal St.; LOS ANGELES, 1240 S. Main St.
Canadian Agents: TORONTO, Toronto Type Foundry Co., Limited
British Branch: LONDON, Intertype, Limited

INTERTYPE

Vol. 42 MILWAUKEE, WISCONSIN, APRIL 1924 No. 4

Here's a Springtime Smile With a Wallop

Mid-Western Country Editor's Very Novel "Advertising Rate Card" Offers a Suggestion to the Battlers Who Are Trying to End Free Publicity Evil as Popularly Played

DECLARING that he now has reached that period of newspaper life when he is quite tired of running free advertisements, F. J. Raymond, publisher of the Blakesburg (Ia.) *Weekly Excelsior,* has made announcement in his paper of *a schedule of prices for publicity puffs,* and thus adds a new chapter to the campaign started by Tufford of the Inland Daily, Hotaling of the N. E. A., Johnson of the S. N. P. A. and collaborating associationites using red stickers, rubber stamps and other tools of vigorous defense.

Mr. Raymond's chapter is set down as being new, or rather supplementary, because he actually goes several steps farther than the others. First, by taking a pleasant but very sharp crack at the "home talent" publicity artists to be found in every community.

None other has come out with a special schedule of rates for free puffs, so far as *"NPJ"* knows.

The other battlers have been hitting free graft publicity in general and the metropolitan, agency and advertisers' press agents in particular. They have sent their regular advertising rate cards.

FURTHERMORE, Mr. Raymond expresses the first note of *editorial generosity* into the altogether hard-boiled features of the campaign, by the following offer which he recently published to head up his to-be-famous schedule of prices for free puffs:

"Here you will find a schedule of prices from which no deviation will be made, but *we hope to donate a certain percentage of our earnings toward founding an asylum for those feeble-minded people who believe an editor has a soft snap.*

"For telling *Excelsior* readers a man is a successful citizen when everybody knows he is as lazy as a bench warmer, $2.75.

"For referring to some gallivanting fellow as one who will be mourned by the entire community when he will only be missed by the boozers, $10.18.

"Referring to one as a hero and a man of courage and one who will stand by his convictions when everybody knows he is a moral coward and would sell out for a dime, $4.13.

Referring to some gossipy female as an estimable lady whom it is a pleasure to meet and know when every man in town would rather see Satan coming, $8.10.

"Calling an ordinary preacher an eminent divine, 54 cents.

"Lambasting the daylights out of John Barleycorn at the behest of the local drys, $6.77.

"Whooping 'em up for the repeal of the Volstead law in the interests of the local White Mule Funnel Club, $6.77.

Referring to a deceased merchant who never advertised and who was too stingy to contribute toward needed public improvements as a leading citizen and a progressive resident, $344.99."

IT may be—yes, it just *may* be—that sarcasm and irony will be effective where straight English has failed with the hard-crusted cult of publicity hounds who so far have been impervious to the campaign,

(TURN TO PAGE 11)

NATIONAL
PRINTER-JOURNALIST
Established 1883 as The Printer and Publisher. Published Monthly by the TRADE PRESS PUBLISHING CO.
129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Editor and Publisher

JOHN MEYER, Managing Editor
C. H. DuCLOE News Editor
GEORGE A. JUST Technical Counsel
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, Artist

Branch Offices in Leading Cities:
CHICAGO— E. J. Keys, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 48 East 41st St. DETROIT—D. L. Prouty, 406 McKerchy Bldg. ST. LOUIS—M. M. Shurman, 713 Star Bldg. LOS ANGELES—C. M. Minier, 1116 Chapman Bldg. SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg. SEATTLE—C. M. Minier, 405 Walker Building.

SUBSCRIPTION RATES: In the United States, Cuba, Mexico and Canada, $2.00 per year; Foreign subscriptions, $3.00 per year. Single copies, 25 cents. Advertising rates on application.

The Press Often Stubs in the Press-Room

Why Do Careful Editors, Ad-Men and Circulators Permit Their Good Works to Be Spoiled?

By HUGH J. POWELL
Publisher Coffeyville (Kans.) Journal

NATIONAL PRINTER-JOURNALIST has recently published a number of publishers and printers' experience stories revolving around the proposition that in many instances the best of editorial, advertising and circulation effort are put into a newspaper or a job product—and then neglect in the final manufacture and delivery very materially depreciates—gives a "black eye" to—the value of the finished product, by the appearance of which the reader or customer judges much more than is ordinarily recognized. The following article by Mr. Powell is based on an address he made at a Kansas publishers' convention. The article should remind readers of previous *"NPJ"* articles calling specific attention to slackness in the mail rooms and in other work mechanically following after the office work.

IT HAS long been a mystery why so many editors spend good money, and much of it, for comprehensive wire news, hire high-priced reporters, high-salaried editors to carefully edit the stories before they are sent back to the composing machines, employ efficient operators to set the type, and tasty printers to make the paper up; and, then send this beautiful new-born creation, the handiwork of artists in their respective lines, back to a press-room to be smudged and blurred, mutilated and butchered, until you can't read more than about half the paper.

Possibly we are overstating the case, but there is enough truth to merit our careful thought for a few minutes. I have seen papers which were models of excellence in every other particular but the press work was so poor that I couldn't tell whether they intended to depict Washington crossing the Delaware or a haybarn in a snowstorm.

The truth is—and we are trying to get at it by easy and pleasant stages—that the printing of a newspaper is a mighty important part of the job. The reader doesn't know very much about and cares very little whether any of the machines balked that day or whether the reporters had rough going. But if the press needs a new blanket, or something else in the press room failed to function properly, the reader knows it *and judges your paper accordingly.*

HOW can anybody praise a paper which is unreadable? Or, *how can there be a high morale in such office,* or general esteem among the readers?

"Well, what is the matter with that old press at the *Clarion* office?" "I'll tell you what that paper needs more than anything else; it's a new press."

How often do we hear such question and such comment! But, it is my candid opinion that most often the press itself is not to blame. Worn out blankets, too infrequent change of the underlay, neglected rollers, too much or too little ink; or, more likely, a poor distribution of ink, possibly ink of poor quality, because it is cheaper in price. If a stereotype press, it may be too much haste in getting to press for the mats to be properly scorched, or for the stereotyper to properly plane down the plates, or for the mats to be properly backspaced.

Sometimes a newspaper manager requires his head pressman to spend so much time on job presses that he has to neglect the newspaper press. Sometimes the pressman is negligent, indolent and careless.

WHEN I bought the Coffeyville *Journal,* the press work on that paper was not all that could be desired, to say the least. I heard more disparaging remarks about the *Journal's* press than anything and everything else about the office.

But, instead of an executive session with banker and press salesman, I went into such session with my head pressman and his helper. And it seemed to me for the four or five years we had that old press improvement continued, and no end of people thought we had changed presses. Neither did we change pressmen. About five years later our old press was sold and a later model put in. And let me tell you where that old Columbian model Duplex press is today up in Owatonna, Minn., printing as clean a country paper as you ever saw, ten years after it was condemned as worthless and blamed for the poor print on the Coffeyville *Journal.*

The Number of Pages, Not Only Circulation, Chief Factor in Change From Flat to Rotary
—POWELL

HUGH J. POWELL

I WENT into a press room not far from Coffeyville a few years ago and found the vibrating rollers wrapped in rags to make them impinge. They were so badly worn that they had lost contact between the fountain and the form rollers! And the people of the town no doubt blamed the press, when the truth is the penurious editor had not had the rollers recompositioned in three years, his foreman told me!

The Coffeyville *Journal* points with pride to the fact that it has one of the most modern presses in the world. The underlying principle of our press is its cylindrical plates, instead of the old semi-cylinder plates.

The press cost $30,000 and we are not sorry we have installed it.

IN THIS connection, let me say to those interested, it is not the circulation of the paper which is the chief factor in determining the change from a flat bed press to a rotary press, as *it is the number of pages printed.* When you go above eight pages, there is the double press run and a job of "stuffing" the sections together so long as the flat bed press is used.

Four out of six days of the week we had an excess of eight pages, when we made the change to the rotary press. Before the change, we had to go to press with the first section about 11 a. m. in order to insure having it printed and out of the way for the early mail edition at 2:15 p. m. Not infrequently when we were late getting the first run on, the first forms had to be pulled before the entire run had been completed to permit us to catch the early mail trains.

No press is fool proof or *self-sufficient.* Any press has to have attention; and it must have, for best results, plates or forms in precise condition.

When *Mother* Love Enfolds a Newspaper

First Woman President of a Great State Press Association in America Points Out the Big Place the Gentle Sex Holds in Printing-Journalism

By BESSIE BLAIR

MRS. MARIE WEEKES, whose picture graces the front cover of this edition of *"NPJ"* has been unanimously elected president of the great Nebraska Press Association, one of the first in rank in America. She is the editor of the Norfolk (Neb.) *Press*. Her husband manages the business and printing end of this successful business. Mrs. Weekes is also at present vice-president of the Tri-State Press Association which meets annually at Sioux City, Ia., and according to all precedents will be elected chief executive of that organization next September.

So far as the record shows, Mrs. Weekes is the first women to occupy as high a position she now holds. It means honors, yes; but, more than that, *Work!* Mrs. Weekes' capacity for hard and effective work has been proved. She loves it!

She was the first woman candidate to run for Congress in Nebraska, on an independent ticket in 1920, and in the campaign showed remarkable ability as a speaker and writer.

MRS. WEEKES replied to a request for an interview in *"NPJ"* most cordially, but made one reservation: "I must not appear as 'I' too prominently." She worked up like a "regular fellow" from the secretaryship of the association in 1914, to the present distinguished place.

"I have always been interested in newspapers," she said, "and always interested in political matters. My father, a farmer, was a poet at heart. He sang his pretty songs to me in the firelight of the old home. Songs composed by his grandfather are still sung in Ireland. He was a pioneer Nebraska farmer—one of the men who came out and made civilization on a vast, empty prairie. He taught me to read from the old home paper, the West Point (Neb.) *Progress*. I knew the provisions of the McKinley tariff before I could read the bill.

"Tony Langer of the West Point *Republican* was a kind of idol with me in my high school years and he helped me prepare my debates; I wrote the school news for his paper. The boys in his office showed me the "type lice."

"My chance came after I had taught a country school for four years. I had been writing 'country correspondence.' The owner of the Cuming County *Democrat* needed a reporter. I was promoted to city editor within three months.

I MARRIED the foreman of the shop three years later and find the wish of my life come true, for Mr. Weekes is as enthusiastic about the work as I am, and we have worked as many as sixteen hours a day. He is a printer and a good one. I am not. I could, in the days of hand composition, beat most of the men, my husband included, who, while admitting my superior speed, questioned my 'justification.'

"Whatever measure of success is ours is due to team work. Mr. Weekes looks after the management, the business end. He never questions my editorial policy or plan. My stories are to me what the average child is to its mother—they are my creations. Every press day is an event. I scarce can wait for the first copy off the press.

"Politics makes an interesting side line." (The *Press* is known over Nebraska because of its political independence. its feature stories, its "difference," for it is different from every other newspaper in the state in personality. It is known as a "a paper with a soul."—THE EDITORS).

"We use the Franklin list and do our work promptly and well—that is about all I can tell you about it. We pay special attention to our legal advertising and have considerable of it. Mr. Weekes is very careful about getting the proofs of publication to the customer on time.

"Our readers seem to be a part of our family. We give them what we believe they *should* have. Police court news, divorce and scandal find no place in our columns. We think there is plenty of good in people to write about without troubling about the bad.

"Women are becoming more and more interested in newspaper work and there is scarcely a successful newspaper but has some interested woman doing good work on it."

Mrs. Weekes As an Editor

WOMEN are becoming more and more interested in Newspaper Work, and there is scarcely a successful newspaper but has some interested woman doing good work on it

OUR READERS seem a part of our family. We give them what we believe they should have. Scandal finds no place in our columns

MY STORIES are to me what the average child is to its mother. I scarce can wait for the first copy of the press on press day

MY HUSBAND is a good printer. I am not. Whatever measure of success is ours is due to team work

---

SOMETHING NEW FOR THE FREE PUBLICITY BATTLERS

(Continued From Page 9)

hot as it has been. It is a good tip, then, Messrs. Association Secretaries, to suggest that Mr. Raymond's genial but pointed contribution be elaborated and braced here and there with a few similarly literary remarks for the specific and particular attention of the professional press agents, and sent out in a neat folder together with the other ammunition, red stickers, *et al*, already being used?

F. J. RAYMOND
Author of the "Price List For Press Agents"

Try laughing them out, since arguing has proved somewhat painfully slow. Above all, don't let up, and be sure, like a good pitcher, to change the curves every so often.

JOHN MEYER

E. J. Smith, Business Manager; High Twinkle, Order of Mice

Tells the Inlanders How Things Go on in the Office While They Are Conventioning; t. i., "When the Old Cat's Away"

MISS EMILY J. SMITH
Business Manager
Wausau (Wis.) Record-Herald

E. J. SMITH is business manager of the Wausau (Wis.) *Record-Herald*, unusually influential over a large section, published daily in a city of 20,000, with a circulation of around 7,000. "E. J." is none other than *titian-haired* (as Wil Tufford of the Inland D. P. A. would describe it) and the initials stand for *Emily Jane*.

Miss Smith's publisher is John Loomis Sturtevant, Associated Press and American Newspaper Publishers' official—known as "J. L." with his staff, "Jack" with the fellows at Wausau, and "John" with the pioneers of the town.

SINCE Miss Smith graduated from the stenographic duties into the fullness of the job of Business Manager of the *Record-Herald*, handling it with remarkable ability and success, "J. L." is ever so frequently "obliged to go away on business trips" and also "to Florida for his health," and "to the country on business" to the Wausau golf links. Indeed, reports got around in the Inland circles, already disturbed as to "J. L.'s" health, because of his many trips, that he had so serious an ailment as demanded his sojourn in the Sunny South; and worst of all, that the X-Ray had to be resorted to.

Anxious inquiries were plentifully forthcoming. In response to one such inquiry, the palmistic picture reproduced with this little pleasantry was sent to the editor of *"NPJ,"* marked, "An X-Ray of John Loomis Sturtevant." (P. & A. Photo.)

Other things followed. Passing these by, on the fly as it were, one comes to the program for the annual meeting of the Inland, at Chicago, recently. "When the Boss Is Away," was the unusual title among the various addresses to be given, and the author was named "E. J. Smith, Business Manager, Wausau *Record-Herald*." It is rumored that Mr. Tufford and Mr. Burgess had originally set up the title, "When the Cat's Away," but lost their nerve. She didn't. Here are some of the things the titian-haired "E. J." told the Inlanders:

"'When the Old Cat's Away, the Mice Will Play.' I am told by my elders that people have been living their lives according to this adage since the days of Ben Franklin. But, *you are the old cats out for a lark*—a much-needed and deserved lark, to be sure!—so, far be it to give away any of the secrets of my colleagues, the Order of Mice. It would only spoil your pleasure, and for me it would make my life no longer worth living, to give away the solemn secrets of the Order of Mice. I realized the seriousness of the situation, but was scared into accepting this assignment to talk to you.

THERE was another thing that helped on the urge to come, and that was curiosity to see a man who honestly admires *titian hair* (turning to Secretary Tufford who made fame for himself as a poet and a husband of a red-haired lady by writing "The Girl With the Titian Hair"). I have lived through days of Pinky, Carrot-Top, Brick-Head, Pepper-Pot and just plain Red.

"There isn't any such thing as having a good time when the old cat's away. When the boss is away at our newspaper office—which is often and oftener—he has the funniest ideas about our not having anything to do—even from down in Florida, he thinks up more things for us to do!

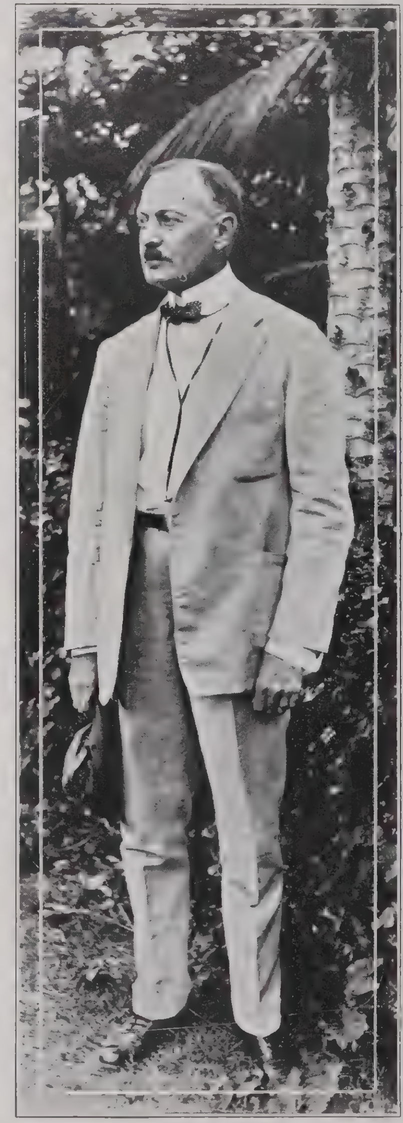
"I'd like to give you some inside dope about him, but the choice bits appear to be too numerous and interesting. He's a regular ladies' man, and his son John is a chip off the old block.

"From May until October, like cheese to the mice, the sweetest words we hear are, "I'm going to the country on important business," but the old man sprained his wrist last August on such a trip 'to the country' (at the golf links) and it isn't well yet. So we're praying for a cool summer so traveling will be comfortable—for there's nothing to be compared with a contented, happy man in the front office.

THE boy in school who wrote that longest sentence, 'Imprisonment for Life,' evidently wrote that for me and my life at the *Record-Herald* office, but the girls in my class console themselves nowadays in the fact that they are just like married women—always looking for a husband. One of the great men of today recently said, 'The time is not far distant when there will be no sex in salary,' so why should we worry about getting mere husbands, even though this is our chance in four years?

"On the whole, things usually run along beautifully when the boss is away, and the men are O. K. most of the time. Sometimes they say they'll be damned if they will take orders from a woman, but they quickly forget all about me."

A Hard Winter for "J. L."



JOHN L. STURTEVANT
Publisher, Wausau (Wis.)
Record-Herald

CRAIG'S DOS & DO NOTS: *DON'T nag the non-advertiser, stop trading with him, leave his store in a huff, let the advertising patronage interfere with news writing, let the merchant pan off advertising as news, overload the small merchant, make a bore of yourself, overdo special editions. ON THE OTHER HAND, make dummy ads with proofs of borders, cuts, etc. and matter typewritten in; get sales advertisements when you receive orders to print bills; preach the advantages of newspaper space over posters; show the family interest in your paper.*

Begins His Job Anew Every Monday at 7

Weekly Association Chief Sells Ads and Job Work in Country Town on "Keep Alive" Policy

By JOHN H. CRAIG

Publisher Tripp (S. D.) Ledger
*President South Dakota Press Association**

JOHN H. CRAIG

DECIDEDLY YES, is my answer to the question, "Can the Small-Town Merchant Be Educated to the Value of Advertising?" Otherwise, we would not have associations of papers in small towns and their conventions. Comparison of the country weeklies of twenty years ago with those of today prove the correctness of the reply. Then the advertisements were small, ran unchanged for many weeks, were not overly neat, and little care was taken in the page makeup.

Twenty years ago the merchants advertised largely to keep even with the printers' accounts at the stores, or "to help support the paper."

NATIONAL advertising playing an important part in the evolution of the country paper, especially that part that gets into the country paper. Country merchants today have their eyes open, are keen after business, and are impressed with the importance of their home paper because national advertisers continue to use it more and more. The big campaigns impress the local dealer with the importance of advertising.

Furthermore, competition among the local merchants is growing keener. *Draped figures with silks and satins replace the cobweb and corncob of twenty years ago.* There is keen competition between neighboring towns. Men have learned to get together and pull together. Another very important factor is the automobile and the highway.

SUCCESS of a country publisher depends largely on two things: *A good newspaper, and good salesmanship; the poorer a newspaperman the better a salesman he must be.* This he realizes and the evolution of the country press is one of the outstanding features of the present age.

The editor who is generally reporter, solicitor and collector, must be an advertising expert. His sheet is the best advertisement he can have. He has started "at home," like Charity, and cleaned up his front page and dolled it up with headed articles and illustrations. His advertising pages show his mechanical skill and painstaking care of his clients' business. He knows he has something of value to sell and does not hestitate in attempting to sell it. His friend the country merchant no longer dodges behind the counter when he sees him coming, and the country editor no longer hibernates the first three days of each month.

EDITOR Craig announces that the Tripp *Ledger* has a man in the field whose duties are to gather rural news and act as representative of the *Ledger* in its contacts and business with the farmers. A weekly column of items concerning his activities is being featured.

Among the merchants, the editor finds those

WHO know what they want and demand it;

WHO know nothing about advertising and must be assisted; the editor must therefore study the stocks of his clients; his honesty and ability will gain both friends and more business;

WHO are willing to let an ad stand for weeks; they should be taught the advantage of changes;

WHO say, "Oh, write it yourself,"—an opportunity to try your new ideas.

A MERCHANT once said to me, "It's about time for me to move again. When I move I have new life."

This set me to thinking, and for over a year, every Monday morning I start on the week's work just as though it was the first morning in the town. I stimulate, and use the same courtesy as I would in a new field. *Keep alive!*

What stores in neighboring large cities do you know best? City stores, numerically, do not advertise in proportion to small country stores. Those that do rise far above the rest, so that we know them by name whether or not we have seen them.

Advertising is a habit. The steady client is the best friend. Keep him steady. Large space in special editions tends to cut regular space and regularity. Be loaded with facts for the merchant who wants an argument.

Getting farmers to advertise shows farm interest and is proof that farmers read the ads.

❧

STATE FAIR EXHIBITS BY PRESS SERVE PUBLIC AND PAPERS

EXHIBITS of newspapers at state fairs are strongly recommended by Bristow Adams, professor of journalism at New York State College of Agriculture, Cornell university. He says, "This sort of competition not only helps to awaken the papers, but it shows the value of the papers to the state. It gives a real thrill to the visitors when they see their own home town paper on display, especially after it has ribbon on it."

---

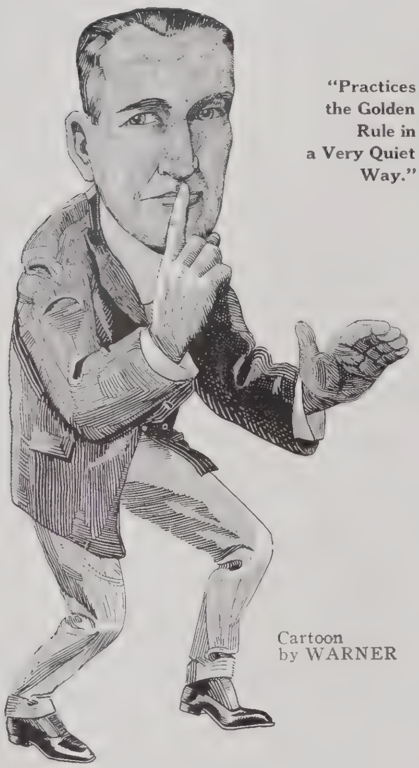
*This paper is based on an address Mr. Craig delivered at the 1924 annual of the South Dakota Press Association. He established the *Ledger* in 1892. It is a $2 weekly, about 800 circulation in a 900-town, with an unusually good job business.

"NPJ" Hall of Fame Installs

Silent-Running, Non-Friction Stephens, P-J., President of the Alabama Press

SERVICE FIRST Is His Way of Making an Original Total Investment of $65 Into a Comfortable Competence

TODAY we install into the *"NPJ"* Hall of Fame, and give the title of "P. J." (Master Printer-Journalist) to one who has made an original nest egg of $65 grow into a very comfortable competence gathered from the various ends of the newspaper and job printing business in a small community, with no more nosier weapons than a maxim silencer tongue, a smokeless powder pen and the Golden Rule.



"Practices the Golden Rule in a Very Quiet Way."

Cartoon by WARNER

F. G. STEPHENS, P. J.

The said new P. J. is F. G. Stephens, president of the Alabama Press Association, and founder and publisher of the Oneonta (Ala) *Weekly Southern Democrat.*

SO far as is known, only one biographical sketch of the new member has ever been written; and needless to say he didn't do it himself. The sketch was recently published in the Union Springs (Ala.) *Herald,* and is from the pen of Editor Howard C. Smith, a mutual friend.

"He never saw a printing press until he was 18 years old," to quote the biographer. "On Oct. 18, 1894, he established the Oneonta Democrat. His assets were $65 in cash, 22 years and a store of Will Power, Work and Willingness. Of course, he had a vision of service, for now he has a paper with some 2,300 circulation.

"He practices the Golden Rule in a quiet, *very* quiet way. He is efficient, but wears a big muffler, so you do not know much about what he does, unless you judge him by his power and size instead of mere speed. Yet, one should mention that the big dailies quote him more often than any other weekly editor in Alabama.

"No, Mr. Stephens does not write with a big noise, rather he uses a Maxim silencer, and smokeless powder, always. He thus gets a high explosive effect with no noise nor smoke.

"He has been alderman, mayor of Oneonta, is a member of the city board of education, is president of the Oneonta Service Club, a civic club for community progress, and he takes an active interest in his city and county in many ways.

"That first sixty five dollars seems to have grown somewhat, for he has helped to establish two banks and the records show that he is a director in both, and a vice-president of one.

Mr. Stephens does not worship wealth—real editors do not stoop so low—but lends himself to all good works. The worth of such a man as Mr. Stephens who works so quietly but with so much strength, cannot be estimated; for, a good editor who takes a constructive view and prints nothing but good news, is an invaluable asset to any community."

THERE is one other record extant of President Stephens. His annual message to the Alabama association. In discussing legislative matters which the Alabama publishers and printers felt would be desirable, he said:

"If you advocate the passage of these bills solely for the money you may get out of it, then we would not consider you a safe leader for the people of your community. *The public good must overshadow private gain.* Get that last sentence ground into your system. It will help you in your newspaper work.

"We want to get a little more business into our newspaper work. The newspapers are run on a better business basis than they were a few years ago, but many of them still have no system about their operation.

"Some are run as a side line, their owners having some other business from which they are earning a livelihood.

"The publisher who depends on his newspaper for a living is more apt to give the financial side of the proposition some consideration. *But he must not forget that service invariably precedes permanent success."*

◆

Ad-Space of Members Pays Field Secretary

INSTEAD of cash contributions or subscriptions from members, the Colorado Editorial Association proposes to keep its field secretary and his office afloat financially by a contribution of ten inches of advertising space each week in each member paper for a period of three years, the space to be sold in bulk to advertisers and thus provide the funds.

The Denver Civic and Commercial Association promptly backed a move to have Denver and other Colorado advertisers to take the space.

◆

How Levins Got Those Cigars

FRANK LEVINS, publisher of the Flandreau (S. D.) *Moody County Enterprise* told a good story on himself at a recent state press meeting in an address on Community Building:

FRANK LEVINS

"About a year ago on press day I was short on locals and ran a short plate story, an appeal for better church attendance. Next day I received an unsigned letter from an unknown friend saying it was the best editorial he had ever read from my pen and to call at a certain drug store and get the box of Tom Moores he left there for me.

"It rather hurt my pride in my own heavy editorials, but there was a lot of enjoyment in the cigars and in the fact that the friend didn't know all the tricks of the newspaper game. * * *

"There is no institution in any town in America which does more or as much to build up the community as a well edited newspaper. And most papers are as well edited as the towns they serve warrant by their patronage."

"Let's Go Over Like Iowa!"

A NEW light on the rightful place of newspaper advertising in the whole field of advertising, and a tremendously impressive practical experience story for all publishers and newspaper ad-men was brought out at the annual Inland meeting by George F. Thayer, business manager of the Marshalltown (Ia.) *Times-Republican* and fellow workers in the "Iowa Plan" of selling national advertising, the while it unsells the country *not on any other form of advertising,* but on an obviously wrongful impression as to the worth of the state to progressive makers of advertised products.

Thirty-two Iowa newspapers met to consider a situation created by widely published speeches indicating that the state had gone "blooey" agriculturally and otherwise—speeches probably intended to bolster up pleas for governmental financial assistance to agriculture, but which were shortsighted enough to give the state a "black eye" as a place to sell things. At the meeting it was also brought out that large outside newspapers claimed to *cover* the state; also, magazines, and agricultural papers.

A fund was set up to run a number of full-page ads in dailies of large population centers, especially the east, to offset the propaganda. Corrective matter was sent out over the Associated Press. A booklet was offered. Two thousand were asked for before the booklet was on the press.

In addition, a combined daily and Sunday Iowa circulation of 584,000 copies was offered to advertisers to cover the state, at a rate of $1.81 per line. There are 550,000 families in Iowa. The rate is lower than the various publications with but 20,000 daily, 46,000 weekly and 135,000 agricultural-paper circulations in the state. Service includes trade surveys, checking up sales, window displays and some introductions of salesmen to dealers.

MORE THAN ENOUGH LINEAGE HAS BEEN WRITTEN TO PAY FOR THE CAMPAIGN. The work started only last December.

Texas Publishers Take a Fall Out of Co-Operation Jousts

THE Texas Daily Press League has decided that its members will not give "co-operation" to national advertisers when newspapers are not included in the space schedule in cities and towns where such co-operation is sought. This hits at advertisers who use only large-city newspapers to "blanket" a section, as well as those trying to work "local dealer tie-ups" with magazine ads, bill boards, etc.

Newspapers *Must* Get Busy on Ad-Query

Some Under-Sea Advertising Stirrings That Ought to Be Stilled Now, Before It Will COST MORE to Do It

By JOHN MEYER
Managing Editor "NPJ"

ONE of the several reasons why *"NPJ"* has recently given a good deal of space to attracting attention to newspaper advertising problems, "direct return yardsticks," etc., is that we have sensed certain grave rumblings in several kinds of *retailer organizations,* to which belong retailers in practically every place of the many where there are publishers and printers who subscribe for *"NPJ."* Activities in regard to advertising among retailers, especially when their usually strong associations are stirring up the questions, are bound to be felt by the printer-journalists.

For example, the *dry goods and men's clothing* retailers, large and powerful organizations, have recently been listening to attacks on "national advertising" of so-called "advertised lines." Now, true, it sometimes has looked as if this comprehended specifically the old, old story that the "manufacturer ought to give the retailer the benefit of the money expended in national color pages and splurges in the magazines"—it's mostly the color splurges in the magazines which get the sharpest reactions like that—and "the retailer would do the selling and could afford to put more effort behind the goods," and so on, and so forth. I personally think that the foregoing is a good part of the animus behind these periodical attacks on "national" advertising. But, unwittingly perhaps, the retailers *are* touching a vital point. And it concerns the *newspapers.* Let us see!

RECENTLY I came across a speech by Lew Hahn, secretary of the National Retail Dry Goods Association, who told a large national meeting of retail merchants that "demand is greatly over-estimated on certain lines through national advertising, potential demand is multiplied through duplication of inquiries by customers, dealers are often influenced to overstock branded lines," and a lot more like that.

This recalled experiences of former days when the writer of this handled one of the largest and noisiest national advertising accounts in America—at first "all magazines," and later mostly "all newspaper," let it be said. From his standpoint, at the time, it involved the problem of meeting the competition of retailer cut-pricers who, knowing the strength of the article advertised (at a certain retail price) would use the article as a bait by offering it at cut prices to give the impression that their entire stores were in fact low-priced and made savings all through to the customer.

Hoping to bring out more thought of prominent printer-journalists on the significant under-sea stirrings among retailers as to "national advertising," I sent the report of Mr. Hahn's speech to Secretary Tufford of the Inland Daily, just before the annual meeting. However, annual business matters so crowded the brief meeting that J. K. Groom, *the Sage of Aurora,* Illinois, unflinching pioneer in progressive movements of printing-journalism, before whom the subject had been placed, was unable to get it in. He has, nevertheless, written Mr. Tufford his views—and *they hit the ball*—which are published in the current issue of the *Inland Bulletin,* a copy of which has just come to hand.

Mr. Groom does not presume to cover the whole subject in his letter. As far as he does cover it, however, he is (according to my experience both as an advertiser and as a publisher) on the right track. He writes, in part (all italics are mine):

DEAR WIL: Regarding the Hahn story that was sent you by Mr. Meyer of the NATIONAL PRINTER-JOURNALIST. * * * It is a well known fact that many retailers are antagonistic to advertised brands. They have not analyzed the reason, and it seems to me that *few advertising solicitors are able to analyze it for them.*

"The result is that they are antagonistic to lines advertised in newspapers *sometimes,* as well as those advertised in magazines.

"It seems to me that Mr. Hahn has touched the edges of the analysis without getting in deep enough to impress dealers with the real trouble.

"It is said that all advertising is good, but some better than others, and magazines go just this far towards goodness in advertising. They create some demand, but there is this difference between a newspaper and a magazine. Newspapers go into every home; magazines to only a few. Take for instance a city of 10,000 homes, with newspapers going into all of them. In this city there would be around

(TURN THE PAGE)

Can't Be Dodged

(CONTINUED FROM PAGE 15)

2000 of these homes, but certainly not more than 250 who receive any magazine from one year's end to the other.

"So, no matter how good the magazine advertising may be per home, it only reaches enough homes to create a small demand.

"The merchants stock up because of the artificial demand, referred to by Mr. Hahn. He will do that even though he recognizes the truth of Mr. Hahn's declaration, because he knows that his competitor will stock it, and he is not going to allow a customer to go from his store to another.

"Then the merchant finds that he has a slow selling item on his shelves. It sells so slowly that the turn-over is almost negligible. It is, therefore, a liability rather than an asset in his business, and he naturally is against an article which is advertised just enough to place it on his shelves, and not enough to move it rapidly so that in the turn-over he can make a profit.

"Many items advertised in magazines have a fixed selling price, and the margin of profit allowed the dealer is too small to allow a profit on a *slow-moving* item. If it moved rapidly, the turnover would take up the difference between the margin that he ought to get and that which he actually does get.

"But the dealer does not analyze it thus. He is simply against *advertised brands,* and the newspapers suffer as well as the advertiser, although the newspapers go into enough homes so that the demand created by them makes the item profitable even on a closer margin than the dealer likes.

"To summarize all this: Every dealer stocks this *magazine* advertised item, and therefore (by lack of coverage) none of them can sell enough to make it attractive to them. The same item stocked similarly, but advertised in the (*local*) newspapers will create enough demand (*and clerk interest, Mr. Groom!*) in all the stores to make it a satisfactory one. And *if articles of daily household consumption were advertised in newspapers instead of magazines the dealers' attitude toward advertised brands would be reversed completely.*

AURORA BEACON-NEWS,
J. K. GROOM,
Director of National Advertising. Northern Ill. Group."

THIS is a good deal like saying briefly, that the general magazine campaigns are bound to be "too thin" in their coverage for introductory work as well as selling in these latter days of high-pitch competition and tremendous number and variety of advertised articles; that magazines, therefore, are "not making good;" that newspaper advertising, with local flavor and nearest adequate coverage offers the remedy.

Newspapers are only beginning to get their share of national manufacturers and distributors' advertising. They will have to work like blazes to get more of it, for they are up against crack salesmen of the big magazines, while their own forces are variance, unorganized and often untutored. The newspapers will have to "*make good.*" It will not be so easy now, as it would have been several years ago. It will be harder, the longer the attempt is delayed. The newspapers will have to offer a solid front, get together—this means stable rates, whether "flat" or any other "shape"; adequate facilities and orderly business methods in handling accounts; less cut-throat competition among themselves—and, above all, an intelligent grasp of their local conditions, general advertising problems, and *business backbone.* Am I right? Also, look back at the Kepley story in March "*NPJ.*"

I said at the outset "*one* of the reasons." There are others. I'll try to present these later, in mild doses.

* * *

ONE thing that appalls a fellow like myself, a lover and life-long devotee of the great newspaper profession and of printing, is to see a lot of pickanniny scrapping going on among the weekly publishers as between organizations that aim to work out some kind of a business-like arrangement whereby groups of publishers in scattered small communities can get a fair look-in on the national advertising that ought to be in their papers—*much of it not being in because it is almost impossible for the distant advertisers to get into them.* Fighting about side issues and personal quarrels like "double commissions"—one to regular agency and the other to these "representating agencies," or whatever you would call them,—and all that; fighting as between one organization or another of that kind, is all that ever comes *out* of the association meetings on this huge subject. *How encouraging to dubious national advertisers this must be!*

For my part, writing as an individual newspaperman, I'm getting stronger for the *state* groups and associations which are (despite much grief and lack of co-operation among their own members) taking up this item of true, non-profit co-operative methods of helping each other get a just share of national copy. See the Iowa idea, herewith, as a sample, although a group of dailies!

Oh, Yes! The Press Agents! But, How About "*Silencers*"?

Unusually Powerful Newspaper in Oregon Round-Up Country, Wins Out With Policy of EXpression, not SUPpression, and Liberality to Worthy Movements

By NAOMI SWETT

THE PENDLETON (Ore.) *East Oregonian,* E. B. Aldrich, publisher, is a great power in that country of the famous Round-Up. Mr. Aldrich has a well-defined policy on propaganda and "publicity." It is "different." He may be said to be powerful *because* of the policy, *not despite* of it. His peculiar straight-laced position on publicity will put to rout any weak suggestion, no matter how violently voiced, that "you've got to tody to them to get along." With unusual clarity, he sees that there are "two edges to the sword"—one is EXpression; the other SUPpression.

"Hardly a day passes but what we consign various pieces of contributed material—of a propaganda nature—to the wastebasket," said Mr. Aldrich. "Neither do we look upon such material with disdain!

"We insist that a communication derogatory in its nature to another person, and available for publication, should be signed by the author's real name.

E. B. ALDRICH
Pendleton (Ore.) East Oregonian

"During the recent religious controversy in Oregon we had the rule that parties on either side might submit advertising, or when news interest justified, a reasonable communication setting forth in an affirmative way *their own* principles, but making no attack on the other side. We had only one advice to give the warring factions: "Keep your shirts on."

Editor Saunders as a Print-Shop Man

"Most Written-Up Publisher in America" Now Shown From the Closer Viewpoint of a Printer-Journalist

By NORTON JAMES

WILLIAM O. SAUNDERS

IT DOES seem as if William O. Saunders, publisher of the Elizabeth (N. C.) *Independent,* a weekly in a town of about 9,000 people, in a section which looks on the maps like being mostly sounds, bays, rivers and swamps, is about the most written-up small town publisher in America. I recently read over a big file of articles published about him, which had accumulated gradually in the "NPJ" reference files. It made astonishing reading—and it made me wonder what kind of a *printer* Mr. Saunders is. The stories indicated that as an editor, Mr. Saunders out-dramatizes all the drama ever written about printer-journalists. He must have been the battler of all battling editors. He out-wests the shooting-iron days of the old west, when certain historic figures in American journalism wielded a stick with one hand, or cranked the press with it, and kept the other within grabbing distance of a six-shooter. What kind of a *printer* is Saunders? None of the many stories about Saunders have answered that question.

It may be supposed that most of those who read this story have seen some of the magazine articles about Saunders, in the *American* and the other periodicals—the stories of his youthful, terrific passion for scrapping and cleaning up and cleaning out; his many jobless days, due to his proclivities for getting in wrong. They made me itch to see him with all the romance removed, just as the owner of a printing and newspaper shop in a small town.

I found that Saunders' attention is 99½ per cent on the editorial side of his institution. But he has a well-paying job department. He laid out his own plant. (Look over the "NPJ" Blue Print, herewith.) He doesn't use a cost system. He judges his results by the net profit at the end of a given period. Very simple. It *is* difficult to find out what kind of a printer Saunders is. But he makes a good income from his shop. It is not at all difficult, on the other hand, to get Saunders going as to the editorial side.

ELIZABETH, N. C., has as stated about 9,000 population. The *Independent* has a weekly circulation of 4,300. There is a daily in the town. The industries are: lumber, fishing, ship building, cotton, cottonseed oil, hosiery, and soy beans. Saunders was born in North Carolina, in 1884. When in school, he says, he at once read through any text book they gave him, and then he was through with the book—for good! His father ran a meat market.

At 17 he left home for distant parts, on his own. While you and I prior to such an age had ambitions to be perhaps a railroad engineer or a great editor, Saunders at first wanted to be either a preacher or a patent-medicine vender, the kind that traveled in a wagon some years ago. He leaned toward the latter, as is seemed easier, "being non-sectarian." One day he thought it over again and concluded that an editor's printed word went farther than either the preacher's or the medicine man's, and he changed the direction of his ambition. He got his first job in a circulation department at Norfolk, Va. It didn't last long. He didn't like it.

Rules Posted in Saunders' Job Department

STRIVE ALWAYS FOR ACCURACY, even in small things; take nothing for granted.

THE AVERAGE CUSTOMER IS USUALLY A POOR PROOF READER; do not pass the buck to the customer; have all proofs read carefully by copy and re-read.

GIVE THE CUSTOMER FULL COUNT; The fact that we buy a package of paper supposed to contain 500 sheets doesn't always mean that it contains full count; this loss must not be the customer's; give him full count and take the loss.

GIVE THE CUSTOMER THE LOWEST PRICE POSSIBLE CONSISTENT WITH HONEST WORKMANSHIP. There is no mystery about prices—just the cost of the stock, plus the charge for your time, plus 25 per cent for our profit. But, we must get that profit or machinery and equipment cannot be provided for you to work with, and all of us will be on the bricks.

DON'T CUT PRICES TO GET A JOB FROM ANOTHER PRINTER. No printer can do work cheaper without giving his customer cheaper work, and you can't make friends or get pleasure out of your job by striving for cheapness. Strive rather for excellence and you will get much joy out of your job and win the respect and confidence of customers.

DON'T PROMISE THE IMPOSSIBLE. When you promise a customer you will give him his job on a certain day and a certain hour, give it to him on that day and at that hour—not some other day or time.

◆

A murder trial in Elizabeth City, coupled with a scarcity of newspaper reporters, gave Saunders his chance to report for a Norfolk paper, and then a publisher in Elizabeth City hired Saunders to be editor at $6 a week, "starting at the top, not at the bottom, of the newspaper ladder."

This accounts for the unusual paths he took. Shortly the whole town was fightin' mad, and Saunders got fired.

He had thought it would be a fine thing to write some editorials from behind jail bars. So he blew cigarette smoke into a cop's face in Elizabeth City where minors were restricted by law from smoking them at all. And so on.

An idle printing plant at Edenton, thirty miles away, and a lot of enthusiasm—Saunders an editor and publisher of a weekly at Edenton, N. C.—for about three months!

One of his editorials caught the attention of James M. Thomson, publisher then of the Norfolk *Dispatch* and later of the New Orleans *Item.* Saunders was hired as a reporter. He got a lot of freedom. One day Thomson made a crack at Saunders about his clothes. Saunders replied that he'd "put an inch on his coat for every

Fighting-Editor Saunders as a Printer : : : : :

CONTINUED FROM PAGE 17

additional dollar in the pay envelope." The new coat was three inches longer than the old. When Thomson sold out, Saunders had to go. He became a clerk for an association of lumbermen at Norfolk. Then he felt the urge again and started "The Muck Rake," a vest-pocket monthly. It ended in a row. Saunders, meanwhile married and with two children, went to live in a room with the wife's parents at Elizabeth City. He later on got a job on the local paper again. He felt older, safer. But, again he was fired, as he tells it in one of his *American Magazine* articles, having offended leading citizens and political powers.

HE made up his mind that the only paper which wouldn't fire him would be his own paper. The *Independent* was born. In Saunder's words:

"I had no money, no friends, no credit. But I was twenty-four years old; and a chap twenty-four years old can do anything. I began to investigate the cost of a printing plant, and found that I could buy a press that would print a two-page sheet for about four hundred dollars. It would take about twice as much more to buy the type and material to go with it. The type founderies were selling stuff for one-fourth cash, balance on time. I needed only three hundred dollars to start.

I tried to organize a stock company, offering thirty shares of stock at ten dollars a share, but the stock just wouldn't go. However, there was a lawyer in the town who had political ambitions. It was campaign year. So he offered to negotiate for me a loan of three hundred dollars. He accepted my stipulation that there should be no strings tied to it, and that the editorial policy of the paper was to be in no way influenced by this loan. What really happened was, he passed the hat among a few of his friends and took up a collection of three hundred dollars, which he turned over to me. The contributors put up for my newspaper in about the spirit they would have backed a dog fight.

"On June 9th, 1908, I gave the Elizabeth City public the first issue of my own newspaper. I called it *The Independent.* And then the fun began.

"I don't know which is to be more pitied, a man taking himself too seriously, or the public taking a man too seriously. I took myself very seriously at the age of twenty-four. My public took me as seriously."

THE story now is one of battle after battle. Once he had his picture taken all asmile and printed a cut of it week after week, more to hearten his wife than anything else, he says. All kinds of libel suits in every county roundabout faced him. Once there was shooting. He couldn't get local advertising, and went to Baltimore, Philadelphia and New York to get business. He declares he never once solicited a medical or liquor ad. None has ever appeared in his paper. His ideals for a newspaper were extreme, either way, and he held on to them.

At the end of the fighting, Saunders was broke and his plant worn out. But, public appeal brought $1,000 and pulled him out.

He tells that a traveling revivalist was instrumental in finally ending the days of battle, by sort of converting Saunders and making peace in the community in general. As Saunders described it:

Saunders Says:

AMERICAN people have a passion for Truth about everything and everybody—*except themselves and family connections*

PEOPLE prefer entertainment to reformation

THERE are no really bad men in the world; only *Ideas* are bad—because of the thousands of years of superstition and fear out of which we are only beginning to emerge

IT was not until the fifteenth century that we perfected the means of making the spread of knowledge possible

WE try to produce better printing than our competitors, give more intelligent service than they get from the average small printer, charge what we *know* is a fair price, and deliver when promised

"Suddenly I discovered that I, the crank, the pariah, the monster, the assassin of character, had become popular. People who had never spoken to me before remembered that I had done a lot of good for the town! There was less graft than in former years. The streets were paved. The sanitary condition of the town had improved. The town had forged ahead in every way. A year later, I was unanimously elected to represent the county in the General Assembly.

"I have worked almost sixteen hours a day for more than thirteen years, putting my best and my worst into this country newspaper. The best has survived, while the worst has nearly disappeared with the fading recollection of those wild days when spades were spades. Out of it all I have learned a few lessons that may be epigrammatically stated:

I HAVE learned that the American people have a lively passion for the truth, the whole truth, and nothing but the truth, about everything and everybody—*except themselves and their family connections.*

I HAVE learned that the people prefer entertainment to reformation.

I HAVE learned that there are few heads for facts and figures, but that everybody has a heart.

I HAVE learned that I am not at all unlike other men, and that other men are not at all unlike me; all of us have our ideas, our ideals, our whims, our idiosyncrasies—call them what you will—and a graveyard no larger than a county will eventually hold us all.

THERE is food for thought, especially in these times, in a portion of an article Saunders wrote for the *American*:

"Somewhere between my thirtieth and thirty-fifth birthdays I discovered that the world is millions of years old. In my robust, impetuous, headstrong youth, my own life seemed the measure of all time, and the urge for haste became almost an obsession. I thought everything had to be made straight in *my* lifetime; I wouldn't leave anything for reformers to reform after me. But time sobers one's judgment, broadens one's perspective—and thins one's blood. Somehow, I fetched up around thirty-five with a firm grasp upon the fundamental fact that the world is very old and the human race very young. It isn't fair to call men bad. There are no really bad men in the world; only *ideas* are bad. And the reason there are so many men with bad ideas is because of the thousands of years of ignorance, superstition, misinformation, and fear, out of which we are only beginning to emerge.

"The race of man probably is 50,000 years old, and yet it was not until 484 B. C. that Herodotus, the father of history, was born; the first attempt to collect, classify, and coordinate the scientific knowledge of the world was made by Aristotle a hundred years later; and Jesus came with a program of life only nineteen hundred years ago. It was not until the fifteenth century that we perfected the combination of movable types, presses, and paper to make the spread of knowledge possible; and it was only yesterday that public education became universal.

"Having learned so much, I am not so inclined to make haste. I am persuaded that my office as a country newspaper man is not to try to drive a few individuals into doing right, but to try to hold up the torch to all the people that they may know the truth and recognize that which is for their greatest good."

CURRENT files of the *Independent* continue to show an aggressive stand, but one tempered by a "something." Editorials still present the doctrine of Saunders' earlier days, with modifications of statement rather than principle. For example:

"This newspaper has never printed a scandal for the sake of printing scandal. This newspaper abhors scandal. But this newspaper is first, last and always what an honest-to-God newspaper should be—a mirror of the life of the public it serves. The people who do shameless things fear the light of publicity. They don't want folks to know. The fear of exposure is a great deterrent of immorality. It is not a wholly efficient deterrent, it is true; no more than capital punishment is a deterrent for capital crimes; but it helps. Who's next?"

Again, what kind of printer is Saunders? This is the way he told it only the other day to "*NPJ*":

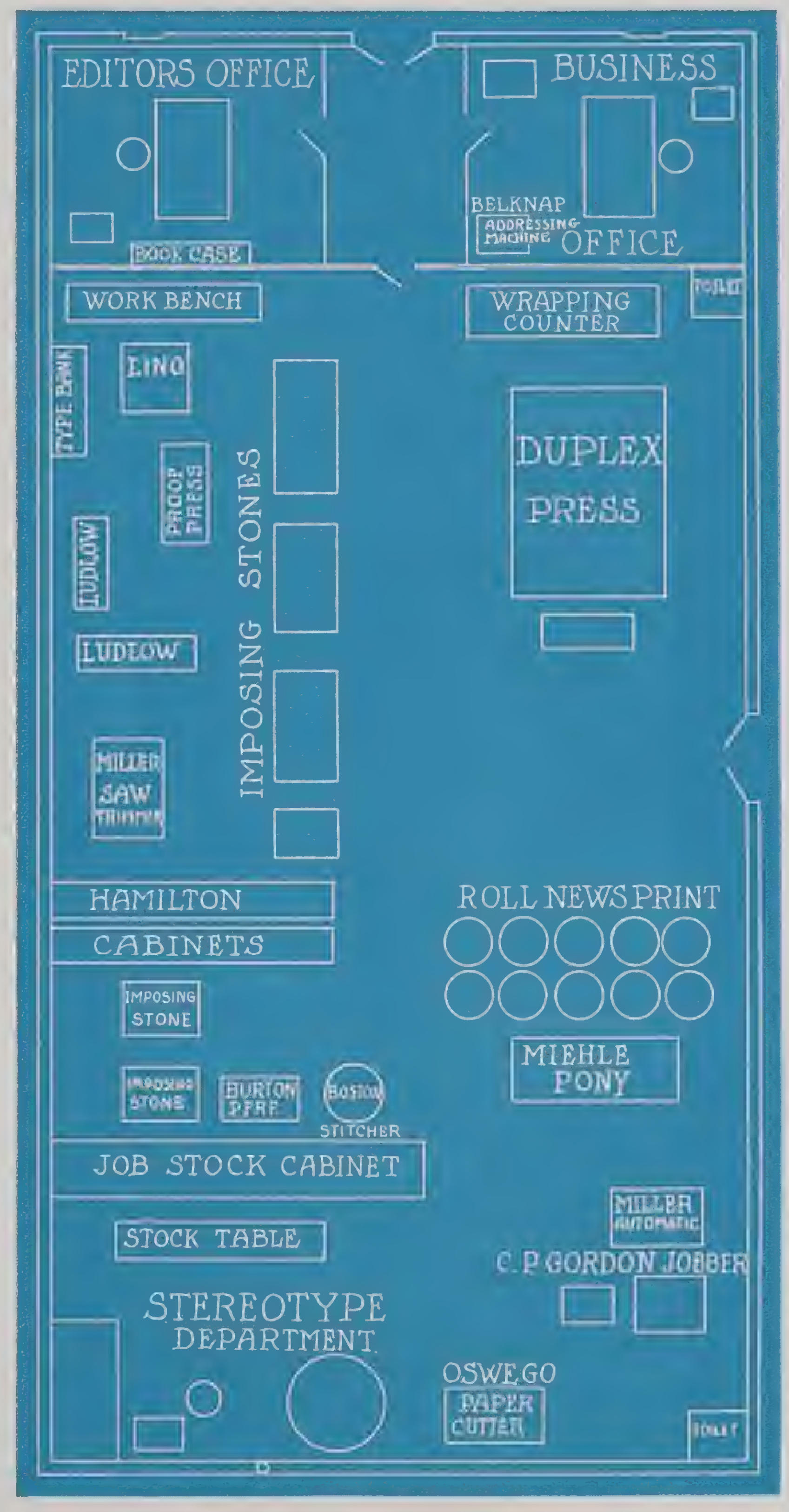
"I don't know that I could say anything about our job department that would be useful to the trade. I am first of all trying to publish the best possible home weekly and the job department is only a useful side line to furnish employment to the surplus labor we always have to keep on the paper. I have one man in charge of the job department. We have enough men on the paper to handle the biggest day's work and when work is slack on the paper the job man buys labor from the newspaper as he needs it or can use it. That is the great advantage of having a job department in connection.

"At the same time we do not regard the job department as a dumping ground for spare-time only. We try to produce better printing than our competitors, give our customers more intelligent service than they get from the average small printer; and, print and deliver jobs when promised. We don't worry about the other fellow cutting prices, but charge what we know to be a fair price and let it go at that. We use no cost finding system. We know that our Linotype and its operator are worth $3 an hour; that the time of our best printers on a job is worth $3 an hour and that press work is worth from $1 to $4 per thousand according to the class. With these figures, the cost of stock and 25% added to add for our profit, we get our price.

"I never have been able to figure out just how the job department pays, but with an income of $5,000 to $7,000 per annum from the business I am not worrying. When I need more money I pound out a magazine article or try to make a deal of some kind on the outside—but without ever losing my grip on the business I have built up from a borrowed capital of $300."

The *Independent* (in other words, *Saunders*) publishes a very complete rate card, with the same rate for local as for foreign advertising. It works to get want ads. It keeps close on the track in circulation effort—no special stunts, although contests have been used, but a close watch on the account books and the expiration dates. Unquestionably, the power behind the circulation is the strident editorial policy. The power behind the job department with its increasing volume, is the editorial policy. I do not think many publishers would be willing to pay the price Saunders has paid for the unique attraction his business has to custom—except they also had his unique temperament and intense purpose to follow ideals as such have appeared to him. The heart of ambition and battle, and the call of youth for what it deems to be Freedom.

Floor Plan of Saunders' Mechanical Layout, Elizabeth (N. C.) Independent



Fightin' Editor Himself Planned This Arrangement

HERE'S a cordial letter from Lyman H. Browne, a newspaper advertising man of more than 25 years' experience. He places copy in midwest newspapers for Milwaukee and other advertisers, represents the Wisconsin Daily League, and has other similar connections. We leave the problem he presents to our readers.

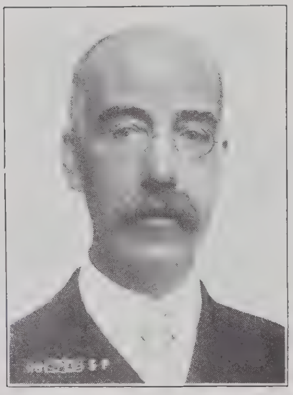
—THE EDITORS

Answering Mr. Browne:

We Guess the Spirit Is Willing But the System Is Weak

Veteran Advertisers and Publishers' Representative Asks Some Questions, and Ye Editor "Passes"

I FIND it almost impossible to get an advertisement published according to schedule when ordered in a string of newspapers. Wrong dates of insertion seem to be the universal mistake. Leaving ads out entirely, starting them too soon, not starting on time, or running overtime is very general. Can you, dear Mr. Meyer, through your valuable paper for newspaper men, suggest a remedy?



LYMAN H. BROWNE

Now, this criticism is not made only as to the smaller publisher, but applies equally to the largest papers published in Chicago, Milwaukee, St. Louis, Kansas City, Detroit, St. Paul, and to most of the daily and weekly papers in my section.

My checking clerk has the deuce of a time keeping track of the different schedules of ads as they should appear. Much valuable time is wasted looking for an ad, for example, which should run every Wednesday. We frequently find it on Tuesday or Thursday. If, however, we don't find it at all, we have to write to the publisher in order to make certain it will appear properly the following Wednesday.

Over 3,000 newspapers come to my office every month and you can imagine the labor in going over these many times.

CLASSIFIED ads are about the worst of all to look after. Each publisher seems to have different rules and rates and sizes of type for his classified pages. To take an order from an advertiser for a classified ad to run in a string of papers and to tell him what it will cost, and then to show him the checking copies of his ad as he ordered it, is so grave a responsibility that I undertake it with much misgiving.

Receiving proper checking copies is another bug-bear of the business. In my dealings with the advertiser, I usually promise to show him all checking copies, or there will be no charge. This is what happens not a few times: I send out an ad to run three times and some publishers send me only one paper containing that ad, usually the first insertion, and they think that is all that is required. I have to write once, twice or three or more times specially for the remaining copies before they are finally sent me and in many cases I never get them at all.

This is especially true in political ads where my check is sent with the order. So long as some publishers have been paid for the ad, they seem to lose all interest in the matter. I am sure there are over a hundred checking copies which I never received during the last political campaign.

THERE is a bright side to offset this unpleasant part of the business. The newspaper men I have met and delight to know, are honest, obliging, very fine to meet socially and are always willing to concede their mistakes. Where an ad does not appear properly, they are ever ready to give a free make-up insertion, or to make no charge where the ad is left out entirely. But here is what hurts the most. *I make no money when the ad does not run as ordered.* Very few advertisers allow me to charge for ads wrongly inserted. They deduct from my bill for all missing dates, consequently hard feeling on both sides.

My expense in writing for checking copies, about wrong insertions, looking through miles of newspapers and other ordinary unnecessary matters amounts to a great deal during the year. I wish something could be done to remedy this.

Many Newspapers Would Get More Foreign Ads, IF—

Copy were inserted on right dates

Copy were not left out so often

Copy were not started too soon, so much

Copy were not so often run overtime

Want-Ad Rules were not so various and devious

Checking Copies were sent without fail

Cash-With-Order got as good attention as other business

◆

That Overset Jinx Can Be Solved

Some Editors Say It Can't Be Done—Which Isn't Always True, as This Shows

By FRED D. GRAY
Quincy (Ill.) Whig-Journal

EVERY editor faces the problem of using the space available for local news to the best advantage and must watch this space closely to avoid oversetting; or, in rare cases, undersetting.

In order to be able to tell with a fair degree of accuracy just how much space is still available on the local page at any given hour of the day I have devised a little chart which I prepare every morning.

On this chart I place one mark for each inch on the page and mark off the inches taken up as the stories go out from the city desk. On the chart is also a space for each style of head used on the local page and a check mark is made in the proper space as each head goes out, telling just how many of each head are in the composing room up to time for making up the local page.

I also have on the chart a column marked "Must" in which is written the guide lines of the "must" stories and these are checked off as the stories are placed in the form by the makeup man. There is also a column for stories intended for other than the local page, which is checked just before the local page in made up to insure that stories intended for other parts of the paper do not "back up" on the local page and crowd out stories intended for that page. —*City Editor & Reporter*

(A similar plan can, of course, be used by any department editor, or the managing editor of any newspaper which must watch overset or underset. —*The Editor*)

Bad Debts, and Paper Inventory

Accounting Studies Now Reach These Problems,
Timely at All Times During the Year

Fourth Installment of a Series

By EDMUND WALKER

(C. P. A., New Hampshire;
Member A. I. of A.)
Written Exclusively for "NPJ"

IN the January issue of NATIONAL PRINTER-JOURNALIST, we concluded our discussion of the *opening Balance Sheet on January* 1, 1924. In the December issue, the assets of a company such as yours were reviewed, and in the January issue, the liabilities were fully discussed. Consequently, we can assume that you have started the year 1924 with a clear statement of your affairs, and we can now discuss the different items in detail, and focus our attention on the operating accounts.

(Those printer-journalists who have secured extensions for making final income tax returns, as well as those who desire to get matters in shape for a better method of compiling the facts for Uncle Sam next year, will find this installment especially vluable. One of the big questions in this business always is the item of *bad debts.* It is important in a commercial and merchandising way, as well as in relation to taxes. —THE EDITORS.)

* * *

THERE are *two* methods of handling bad accounts. *The first plan* is to charge off and deduct from your gross income each year all of those debts which you have ascertained to be bad. *Another plan* is to set up each year or each month a reasonable reserve to cover the bad debts, and when a debt is ascertained to be bad, it should be charged against this reserve.

This latter method is the one which is now most frequently adopted. However, *if you have followed the former policy consistently in all prior years, you may not change now unless special permission is granted and application is made to the Commissioner of Internal Revenue at Washington.*

The question now arises as to what represents a reasonable reserve, and in this connection, of course, every publisher's experience is different. One publisher perhaps, owing to competitive local conditions, is more or less compelled to be very free with the credit extended, whereas another publisher, who may be alone in his community, can well afford to be strict in the granting of credit, and consequently, make a very small percentage of bad debts. Where the reserve standing to the credit of *Bad Debt Reserve* at the close of the year, does not exceed, after charging off debts ascertained to be bad, 10% of the total outstanding accounts receivable on December 31, 1923, it will not, in our judgment, be questioned. Referring now to the *Balance Sheet* published in the January issue of NATIONAL PRINTER-JOURNALIST, it would not be unreasonable to set up a reserve for bad debts of $340.00, or to have this balance to the credit of the reserve account, after having charged off the debts ascertained to be worthless during 1923.

Where you have charged off a debt in prior years, and now the same has been collected, it must be reported as income in the year in which it is collected.

THE next item of interest in the Balance Sheet is that of *Paper Inventory.* You will, of course admit that this is a very large item of expense, with any newspaper, and one where mistakes will cost real money.

There are many methods of checking the paper stock and the amount of paper used each month, but *the following seems to work out with the most satisfactory results.* The paper manufacturing company furnish you with an invoice and what is known as a mill sheet. Usually the mill sheet is sent in triplicate and the manufacturer will always mail this to you in triplicate if you make such a request. Let your bookkeeper place the mill sheet in a bound book, kept for that purpose. Send one copy to the press room foreman who will also keep the same in like manner. When you store paper in some outside warehouse, have the warehouse representative initial the third copy as having received the same, and keep this as his receipt on your file.

From the Neck Up, Backwards!

This Is a Really New Promotion Stunt for Newspapers

WIL V. TUFFORD, *Secretary Inland Daily*: "William Southern, Jr., of the Independence (Mo.) *Examiner*, has struck a new one. He had his artist take photographs of six prominent business men from the rearward, catching them from the shoulder to the top of the bald head in each instance.

Some of them had ears pinned against the sides of their head, and some the ears stick out. All had white collars on. All had tailor-made suits. Each had a hair cut, what little hair they had.

Then Southern published these pictures in the Feb. 5 *Examiner* and gave a premium to the wife who picked her own husband out of the lot. It certainly is a new one in the guessing contest.

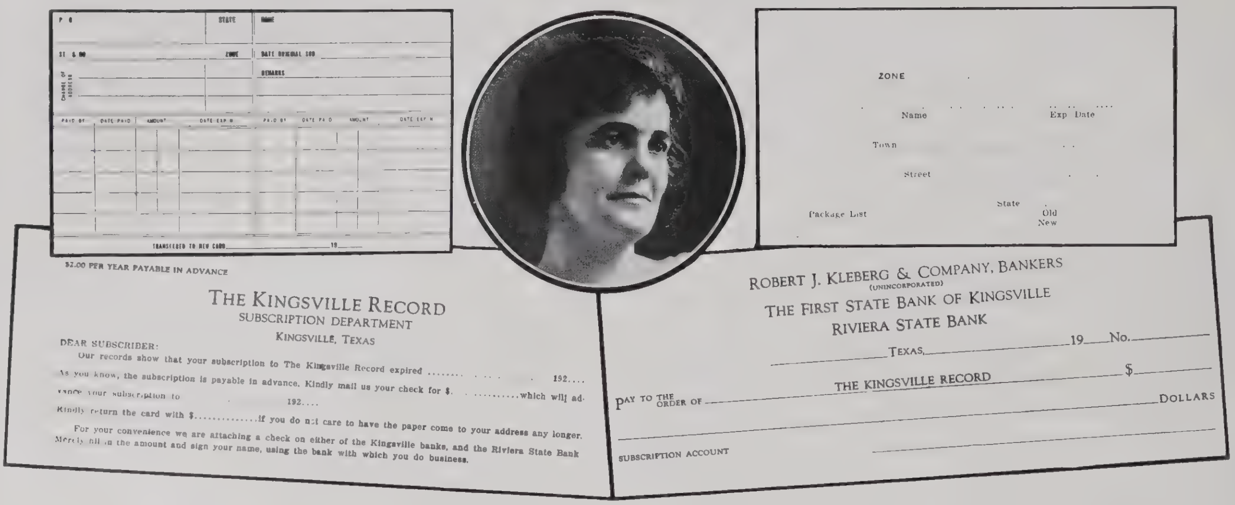
As soon as a roll is delivered to the press room, let the press room foreman send a notice to the bookkeeper of all rolls stripped, giving the number of the roll and the weight appearing on the wrapper; also noting thereon any difference between the actual weight and the weight appearing on the wrapper. The bookkeeper will then use a rubber stamp, showing merely the date of the press room report, and he will place this stamp alongside of each roll stripped day by day as the roll is stripped.

It now follows that all of the rolls appearing on the mill sheet, which are not so stamped, must be either in the press room unstripped or else at the warehouse. Instead of estimating the poundage on hand at the end of the month, which is frequently done by merely taking the number of rolls and multiplying by the average weight it is now possible in a few minutes to add up the actual poundage on your adding machine. In the event that a roll does not actually weigh the amount shown on the mill sheet, the best plan is not to strip the roll at all, but to hold the same aside and notify the paper manufacturer that you are claiming an allowance. We have found very frequently that the weight of a roll is not in accordance with the weight appearing on the wrapper and you will not overlook the fact that your invoice is based on the weight appearing in the mill sheet itself. Consequently, if the weight is overstated in the mill sheet, your invoice is correspondingly excessive.

The above plan works out very easily and does not require any great clerical detail. Further, it is absolutely accurate and does constitute a real check not only on the weight of the rolls but also on the disposition of each and every roll. By having the warehouse sign the mill sheet when they receive the paper from the railroad you can hold them responsible for the delivery of every roll shown on the mill sheet.

* * *

(The subject of the February installment was "Insuring the Lives of Officers of Newspaper-Job Plants." Other installments will follow.)


P O
STATE
NAME
ST & NO
ZONE
DATE ORIGINAL SUB
CHANGE OF ADDRESS
REMARKS
PAID BY
DATE PAID
AMOUNT
DATE EXP'N
TRANSFERRED TO NEW CARD 19
ZONE
Name
Exp Date
Town
Street
State
Package List
Old
New

$2.00 PER YEAR PAYABLE IN ADVANCE

THE KINGSVILLE RECORD
SUBSCRIPTION DEPARTMENT
KINGSVILLE, TEXAS

DEAR SUBSCRIBER:

Our records show that your subscription to The Kingsville Record expired .... 192....
As you know, the subscription is payable in advance. Kindly mail us your check for $. ....which will advance your subscription to 192....
Kindly return the card with $.............if you do not care to have the paper come to your address any longer.

For your convenience we are attaching a check on either of the Kingsville banks, and the Riviera State Bank. Merely fill in the amount and sign your name, using the bank with which you do business.

ROBERT J. KLEBERG & COMPANY, BANKERS
(UNINCORPORATED)
THE FIRST STATE BANK OF KINGSVILLE
RIVIERA STATE BANK

_______ TEXAS, _______ 19___ No. _______

PAY TO THE ORDER OF THE KINGSVILLE RECORD _______ $_______

_______ DOLLARS

SUBSCRIPTION ACCOUNT

Upper Left: SUBSCRIPTION RECORD CARD; *Upper Right*: "CHANGE" ENVELOPE; *Center*: MRS. MECKLIN; *Lower Left*: FRONT OF EXPIRATION NOTICE; *Right*: PERFORATED HALF OF EXPIRATION NOTICE, WITH CHECK FORM

Publisher's Wife Comes in "to Help Out;" Raises Subscription; Gets Past-Dues

Tells the "Cruel Truth" About an Office System of Which Friend Husband, the Editor, Is Not a Little Proud

By MRS. R. C. MECKLIN
Kingsville (Tex.) Record

MY HUSBAND is given to some boasting, as most husbands are, and one of his favorite little boasts is that the *Kingsville* (Tex.) *Record* has the best kept set of books—subscription books—in the whole state. Since I keep them for him, I am frequently called upon to tell the cruel truth about our bookkeeping system.

I know little about the newspaper game. I only entered it during the war because my husband was working himself "to death" trying to keep up the whole business, simply because he could not get the right sort of help. When I came to the office, he assigned me the subscription books first, which were in woeful condition.

My first step was to put the subscription list on a strictly cash basis. Mr. Mecklin said it could not be done without cutting the list at least 50 per-cent.

MY PLAN was to inform very politely each subscriber who was in arrears the exact amount it would take to pay up to date and the amount necessary for a year's subscription in advance, stating that the *Record* had adopted the policy of a strictly paid-in-advance subscription list. I added a footnote stating that if we did not hear from them within a certain time, that it would be assumed they did not wish to receive the paper any more.

It was a shock to a great many of our subscribers. They had been doing pretty much as they pleased for years and did not care for a change. So a second notice was sent—then a third. But the *third one was printed in red ink* and particular emphasis was placed upon the statement that it would be the last notice, and unless settlement was had within a specified time, the subscriber would be checked off.

The result of the campaign was that *the Record lost only five subscribers.* In instances where subscribers were several years in arrears, owing as much as $8 to $12, I planned a note form and took their notes bearing interest. Anyway, I got their names off the delinquent list. Most of these notes were paid promptly.

* * *

IN ADDITION to clearing up the back payments, *I increased the subscription price from $1.50,* which I thought was too low a price for as good a paper as Mr. Mecklin was issuing, *to $2* for subscribers *in the county and $2.50* for those *outside* of the county. Mr. Mecklin predicted dire results.

Today we are carrying a larger local subscription list than ever before in the history of the county, yet the last census shows a decrease in the county's population.

The question naturally arises. How was it done? System, is the answer. The public likes business ways and if you conduct your business in a systematic way they will patronize you. Be sure your subscription bill is correct, then present it in a business-like way.

EVERY morning when I reach the office I get out my card index case of local subscribers, place it on my desk with a neat receipt book supplied with carbon. When Mrs. Jones comes in and wants to pay her subscription, I merely reach across the desk, look under the J's until I find the name of Mrs. Jones. The card shows that she paid $2 to R. C. M. 11-8-22, paying her subscription to 11-8-23. On a desk especially prepared for the public, are checks on every local bank. If she seems to doubt the account, she is shown the card carrying all the information pertaining to the account—when she paid the money, how much, on what date and the date of expiration. If she still doubts, recourse is had to the receipt books of, say, November 1922, which are all neatly filed and easily accessible. A copy of the receipt is shown her. There can be no more question in her mind and she pays the $2, inwardly complimenting the system.

This system does *not* take up much time, contrary to first impression. The secret is to keep right up with the work. Check your list, or subscription records every day. Keep up with your cards, and mail out a notice immediately when the subscription is due. A few minutes every day will keep the records in fine shape.

How do I collect? I have printed expiration notices which request that the renewal be attended to immediately. These notices are much the same as those of the grocery store, or any other store. Attached to the notice, perforated so it can be torn off, is a check, made payable to the *Record*, with the names of both banks in the city printed at the top. Because of this method, the subscriber has no possible excuse for not mailing a check immediately.

The subscription cards I use in the index case are very inexpensive, being printed in the job department of the *Record*. It carries at the top the name of the town or city, blank lines for several changes of address, and the zone number. In the other half of the top space is the name of the subscriber, name first, initials following, date when subscription began and space for any remarks. Below are spaces for recording payments for ten years.

Each week I get an extra proof of the mailing galleys and hang it handy to my desk. When a subscription is paid, I mark the name and address down on the list. For making changes on the galleys, I use a No. 5 coin envelope. On one side is printed the zone number, expiration date, town, street, state, whether is goes on the package list or not, and whether it is an old or new subscriber. The Linotype man sets the slugs directly from this information and puts them into the envelope for correction on the galleys. This avoids many, many mistakes.

I believe the subscription list of a newspaper is one of the most important factors in the success of failure of that paper. *Mr. Mecklin gets a splendid rate for his advertising.* I have seen advertisers come into his office and complain, especially new-comers to the business world of the town. With a great deal of pride, he simply points to the list of local subscribers hanging near my desk and says, "Look 'em over, count 'em, notice that they appreciate the paper enough to pay for it in advance." This usually ends the argument.

I wish I had space to tell you about the rest of my work on the paper—the bookkeeping, my system of checking up the paper, how I collect the advertising and job accounts, how I keep up with the foreign advertiser—but I am afraid that if I did most of my readers would ask the question, "For Heaven's sake, what does *Mecklin* do?"

Meets Rush of Job Work By Omitting One Edition

Canton (S. D.) *Farmers' Leader* recently was so rushed with job work, and issued only once instead of semi-weekly while running 5,000 double page bills for one merchant and a couple thousands for another.

Journalism Lesson on "How to Live on 24 Hours a Day"

Cooksey Doesn't Seem to Allow Time for Eating in His Rush to Success; But, Every Good Editor Can Eat Sandwiches in Action

By John E. Drewry

E. L. Cooksey

If a student in a school of journalism has an opportunity to get practical training as well as theoretical, it is obviously a good thing. If he can make that practical training pay for itself, or enough to pay his way through the school, so much the better.

The case of E. L. Cooksey, a self-supporting student in the University of Georgia School of Journalism is an example in point. It shows ambition, hard work and a clear-headed plan to get the most of the four years' training.

About two years ago Cooksey got a job as linotype operator for the Athens (Ga.) *Banner-Herald*. He had ten years of experience in printing establishments, having started as a printer's devil for the paper in his home town, Albany, Ga., when ten years old. He was graduated from that position as time went on, and just before he left the employ of the Albany *Herald* he was writing everything from sports to editorials.

But Cooksey sought wider fields, so he came to Athens for the express purpose of earning his way through the state school of journalism with his practical knowledge of printing and linotype operation.

So far he has been successful in doing this. Besides, he is supporting an aged and infirm grandmother, his parents having died several years ago leaving him penniless.

How does he manage it? How is he able to carry sixteen hours of regular college work and at the same time fill a position in a busy newspaper plant? Cooksey explains it this way:

> "There's nothing to it, I work on the night shift from 6 p. m. to 2 a. m. Since my first class comes at 10:45 in the morning, I can get my eight hours of sleep easily. I get out of school at 3:30, so I have until 6 o'clock to study. Simple enough."

Yet, it's simple enough; that is, it sounds so. But a student at college knows the grinding required to stick to a routine such as outlined. And furthermore, it usually takes more than two hours a day to keep up with school work satisfactorily. And it is said that even students eat occasionally. Cooksey doesn't like to admit that he has a habit of propping a text book up in front of him at meals.

Cooksey acknowledges that it will take longer for him to obtain a degree than if he were attending college in regulation style. Nevertheless, he wants a degree. He expects to get one finally, and the chances are he will. He doesn't mind when his co-workers in the printing office jolly him about wanting to be "more than a printer." He simply "takes it as it comes." These last words seem to express Cooksey's philosophy of life. He takes no credit for his go-get-'em tactics, saying he is obliged to luck and taking things as they come.

Illinois Weekly Publishers Get Figures in Ad Rates

One hundred and four replies to 288 questionnaires among Southern Illinois Editorial Association members on subjects of advertising and subscription rates, are basic for the following inch rates per circulation prepared by W. J. Seil, Grayville (Ill.) *Mercury*:

500 or less circulation	$ .20
1000 or more than 500	.25
1500 or more than 1000	.30
2000 or more than 1500	.35
2500 or more than 2000	.40
3000 or more than 2500	.43
3500 or more than 3000	.46
4000 or more than 3500	.49
4500 or more than 4000	.52
5000 or more than 4500	.55

Mr. Seil found the minimum price for weeklies to be not under $2 a year, and it was brought out that where papers charged only $1.50 because the county seat newspaper charged $2, a price of $2.50 for the county seat, and $2 for the others would be a fair charge for subscriptions.

The table of rates shows a somewhat lower range than the N. E. A. advertising committee table.

Advertising Rates vs. Mats, Cuts and Overhead : : :

SERIES CONTINUED FROM MARCH ISSUE

10 Cents for Setting

Colorado Publisher, Former City Newspaperman, Tells Why He Makes Composition Charge

By Alfred F. Isham
Brighton (Colo.) Blade

Ever since I found I was losing money on advertisers who changed their ads weekly, as against those who did not, we have tried to observe a plan of charging for composition. We have published cuts and type-already-set at less; or, if you please, we charge for setting type. This charge is now 10 cents an inch. Our cost system shows that it costs us every bit of that, and at first 13 and 14 cents. We believe that a man who furnishes cut, or who lets his ad run more than once without change, is entitled to a lower price, and that the customer who wants type set every time should pay for it.

We started to make mats with no charge, but found it cost a good deal to make them. I believe it costs the average country shop more than to set the type. Recently I wrote a large advertiser in Denver our price was 10 cents an inch for making stereotypes, or to send cuts, and he sent electros. The Buick people who send ads all over the country will furnish either mats or cuts. Every advertiser or agency knows it costs to make cuts, and it takes no argument to make them understand the publisher cannot do it for nothing. My experience is that they will pay the price if they really want to advertise.

Newspaper men often do not give merchant advertisers credit for common sense. Of course, we have not always managed to follow our plan with them. We have had one or two competitors who howled about our charging for composition, but we feel the advertiser knows he pays in some manner.

During one dull period we tried a flat rate against such a competitor but I think we made a failure of it. I doubt if we got more advertising and feel sure we cut our gross receipts.

* * *

Free Market Page for Farm Subscribers Once a Month

Aberdeen (S. D.) *American-News*: Runs a free market page on the second Sunday each month, when farmers may advertise anything they want to sell, buy, trade or rent.

Next Month!
Classified Ads Can Be Built

This page contains the concluding installment of the recent national *"NPJ"* symposium by printer-journalists on the question of allowances often asked when advertisers furnish mats or cuts, as against ads which must be set in the composing room. The most general view expressed in the March installment was that publishers need to find out what their costs are, including commissions, overhead, etc.; fix a rate that is fair and ample, and then stick to it—that newspapers sell and advertisers buy *Space,* not composition, after all; that "allowances" are a disturbing peril to all concerned.

Ad Allowances Are Not Good Business

By William H. Chew
Editor Camden (N. J.) West Jersey Press

When we meet this problem, we make no allowances where the advertiser furnishes a cut or mat. In fact, we do not accept mats, but require a cut if such is to be used.

In my opinion, such allowances are not proper from a business sense.

At Salem, N. J., where I am editor of the Salem *Standard & Jerseyman,* which is a weekly carrying a fairly good volume of foreign advertisements, we make no allowances either for cuts or mats. There, we are able to cast certain advertisements from mats, but do not make it a rule to do so.

◆

Merchants Pay for Non-Subscribers

One Hundred Per Cent circulation in the community was accomplished for the Waycross (Ga.) *Journal-Herald* by the business men of the town. A prominent lawyer and president of the Lions club suggested that they raise a fund among themselves to pay for subscriptions to homes in Ware county not receiving the *Journal-Herald.* Advantages claimed were that advertisements could be distributed more effectively and at less cost than by circular, considering that the action would convince every family that the business men were interested in them, and that the plan would unify public sentiment in co-operating for better roads, better schools, better farms and improved living conditions.

It's to the Advertisers' Best Advantage

By J. B. Parker
Publisher, Conway (Ark.) News

We do not make allowances in advertising rates to advertisers furnishing mats or cuts. Even with the furnishing of a mat or cut there is always involved the use of much time in handling them. Often the cut requires trimming, underlaying and overlaying; the mat may not be of the size required for our columns, and it usually requires time to get ready.

Our equipment has been developed for the setting of ads in our own office, and with our system we can often save time by setting an ad instead of using a plate or mat. *We believe every weekly publisher should charge the same rate when the plate or mat is used as when composing the ad. Advertisers who use cuts or mats do so because they demand their style of composition and the mat or cut is used to their advantage.*

Says Banks Should Pay Living Ad-Rates

"The question of charging for publishing bank statements," says Louis H. Zimmermann, secretary of the Wisc. Press Association, in a recent issue of *The Howler,* the association monthly bulletin, "has become more interesting since the ruling cutting down the number of statements from five to three a year. Too many publishers charge banks, half to one-third the legal rate for publishing such statements. Banks have an established rate of interest for loaning money, which allows them to make a profit. Why shouldn't newspapers charge them a rate for publishing these statements that will allow the editor to make a profit? Banks can afford to pay a living price for statements."

Newest Sales Idea for Live Printer-Journalists

C. R. Hathaway, Hartford (Wis.) *Press,* has discovered a new idea for selling printers' wares. A recent issue of the *Press* says:

"A monthly advertising booklet sent us the fore part of the week from a stationery house makes the announcement that they are now ready to furnish *new style DIVORCE announcements.*

"While we have been in the printing game for over twenty-five years, and have printed many kinds of announcements, this is a new one and we do not intend to put in a very heavy line of the cards.

"However, anyone wishing them can be accommodated if they will place their order at the time they engage their attorney to secure their divorce."

Stonewall Linen Ledger

WITHSTANDING TIME! Ancient scribes chiseled their records into stone or moulded them in clay tablets. Modern bookkeepers secure permanence for their accounts by entrusting them to STONEWALL LEDGER. This sturdy sheet offers stubborn resistance to the ravages of time. It is a deluxe ledger suitable for banks and business houses desiring the best paper available. It is equally efficient with either pen-and-ink or machine bookkeeping.

STONEWALL LEDGER is made in a variety of sizes and weights and in three colors—buff, blue and white.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation
APPLETON, WIS.	Woelz Brothers
BALTIMORE, MD.	Barton, Duer & Koch Paper Co.
BIRMINGHAM, ALA.	The Diem & Wing Paper Co.
BUTTE, MONT.	Minneapolis Paper Co.
COLUMBUS, OHIO	The Diem & Wing Paper Co.
CHICAGO, ILL.	The Blunden Lyon Co.
CINCINNATI, OHIO	The Diem & Wing Paper Co.
CLEVELAND, OHIO	Cleveland Paper Mfg. Co.
COLUMBUS, S. C.	Epes-Fitzgerald Paper Co.
DULUTH, MINN.	Peyton Paper Co.
HOUSTON, TEXAS	The Paper Supply Co.
INDIANAPOLIS, IND.	Century Paper Co.
KANSAS CITY, MO.	Kansas City Paper House
LANSING, MICH.	Dudley Paper Co.
LOS ANGELES, CAL.	Western Pacific Paper Co.
LOUISVILLE, KY.	The Rowland Co.
MEMPHIS, TENN.	Tayloe Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.
NASHVILLE, TENN.	Clements Paper Co.
NEW ORLEANS, LA.	The Diem & Wing Paper Co.
NEW YORK CITY	F. W. Anderson & Co.
NEW YORK CITY	Sutphin Paper Co.
NEW YORK CITY	Urquhart Paper Co.
NORFOLK, VA.	Old Dominion Paper Co.
OMAHA, NEB.	Field-Hamilton-Smith Paper Co.
OKLAHOMA CITY, OKLA.	Kansas City Paper House
PHILADELPHIA, PA.	Molten Paper Co.
RICHMOND, VA.	Epes-Fitzgerald Paper Co.
ST. LOUIS, MO.	Acme Paper Co.
ST. PAUL, MINN.	E. J. Stilwell Paper Co.
SAN ANTONIO, TEXAS	San Antonio Paper Co.
SPRINGFIELD, MO.	Springfield Paper Co.
SPOKANE, WASH.	Spokane Paper & Stationery Co.
TULSA, OKLA.	Tayloe Paper Co.
WASHINGTON, D. C.	Barton Duer & Koch Paper Co.
WORCESTER, MASS.	Charles A. Esty Paper Co.

EXPORT—NEW YORK CITY, American Paper Exports, Inc.

NEENAH

PAPER COMPANY

Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Sells Print Jobs by Showing Economy of Loosening Up

Kansas Publisher Keeps His Eye on News and Events to Get Tips for Constructive Plans, and Then Helps Community by Working Out Bigger-Scale Programs for Boosters

By EARL FICKERTT
Editor, Nickerson (Kan.) Argosy

A YEAR AGO last fall the advertising committee of the Salem Community Festival, an agricultural three day show put on by a farming community five miles from Nickerson, was in the *Argosy* office discussing the advisibility of getting out a program and premium list for their fair.

They were short of funds and were trying to cut down the size of the list in order to economize. It was suggested in them that instead of boiling it down, they spread it a little, turn it over to me and permit me to get it out for them in book form, selling advertising to the Nickerson business men to make up the cost of the job. They agreed to this, and instead of the $8 or $10 job they were planning on, I sold enough advertising at $5 a page to make it a $70 job.

The ads were run every alternate page with the program and premium list continuing on the opposite pages throughout the book. This made the booklet average me $2.50 per page for the inside pages and $15 for the cover. I printed 500 copies. Last year the same job came back to the office on the same kind of proposition and $77.50 in advertising was sold. These are not Franklin prices, I admit, but they are close to them. Anyway, I am assured of a regular yearly job that will get a little larger each year.

ANOTHER plan we work once or twice a year during the football season is a window card job advertising a high school football game. The high school always advertises its games at home with 10x14 inch window cards, using 50 cards. We block out 12 spaces around this 10x14 inch card, sell the spaces to the business men at $5 each and print them fifty cards 22x28 inches, making the window card worth just $60 more to our office than it would be otherwise.

This same window card scheme has been used for other things besides football games. A County Roundup was held in Nickerson last spring, and we were able to sell 14 spaces around an advertisement of the Roundup which was printed on a 22x28 card.

Every fall we secure the high school's football schedule for the season, print it on a size 63 card, and sell the other side to some business firm in town. The same plan is used for the basketball season.

THERE are always a certain number of business firms in most every town who are not very strong for advertising, but it has been my experience that a majority of these firms can be sold a space in some special stunt, such as those mentioned. We always make it a rule to solicit the non-advertisers and irregular advertisers first on these specials, and then fill up the balance with the regular advertisers.

ALFONSO JOHNSON
President Northeast Missouri Publishers & Printers' Association, Manager Columbia (Mo.) Missourian

◆

Wisconsin Press Association Highlights

THE Wisconsin Press Association decided at its mid-winter meeting in Milwaukee, last month, to make a bid for the 1925 annual and tour of the National Editorial Association.

REV. ALBERT C. FOX, S. J., *President Marquette University* (Host to the business meetings and "school" of the convention)—"Editors must keep in mind that to a large class all estimates of happenings and trends come to them wholly from the encyclopedia of the daily press."

WALTER J. ABEL, *Marquette School of Journalism*—"Editors of vision, energy and sense are initiating projects ranging all the way from milk funds to building of civic centers."

MARVIN H. CREAGER, *Managing Editor, Milwaukee Journal*—"The tramp printer and the journalistic Micawber have pretty well passed out of the picture and their passing has been an advantage of the newspapers as a whole."

CHARLES LECHLEIDNER, *Marquette Printing Department*—"The editor cannot afford to let his newspaper look shabby, should devote as much attention to this as he does in preparing himself for a banquet or for church."

REV. JOHN DANIHY, S. J., *Dean of Journalism, Marquette*—"The editor's mission is apostolic. Through him the message, often dim or completely veiled, must be made plain. Ideals rule the world, even while the world cynically derides them."

Keep Out of Back Shop!

Know Printing, Then Hire a Good Man to Do the Work, and Let Him Do It

THE Northeast Missouri Press Association is distinctive: Its rule is to prohibit as far as possible social features during the sessions, and to stick to the discussion of printing and newspaper making. The following illustration of the programs of this organization, are excerpts from remarks made at the midwinter meeting recently in Columbia, Mo., by Dean Walter Williams of the famous Columbia School of Journalism:

IF A MAN doesn't think running a newspaper and printing office the most fascinating game in the world he'd better hunt another job.

YOU frequently hear jokes about the underpaid, the undernourished and the unsupported country newspaper man. When a man obtains a country newspaper in a well-chosen community, and puts into it a sufficient amount of labor, and has ideas and ideals in his occupation, he will have an income equal to if not superior to that received by men engaged in any other enterprise in that place.

IF WE want an income hard enough to work for it we will get it. Nine times out of ten, when we don't get it, it is because we don't want it hard enough and are not willing to pay the price.

I THINK every person who runs a country newspaper should know printing. He ought to be able to know what is going on in the printing department. Then he ought to keep out of it! More money is lost in a country newspaper by the editor or publisher working in the back office than is made. The editor can hire good men to oversee the printing department, and thus have his time free to devote to his part of the job. I would read every paper worth while that treated on my profession as editor and publisher. (The Dean mentioned the NATIONAL PRINTER-JOURNALIST and several other publications devoted to the newspaper and printing craft.)

I'D READ the papers that differed from me in politics and otherwise. I'd read papers that made me angry. The lawyer makes an infinitely better speech when his "learned friend" across the room riles him up a bit.

◆

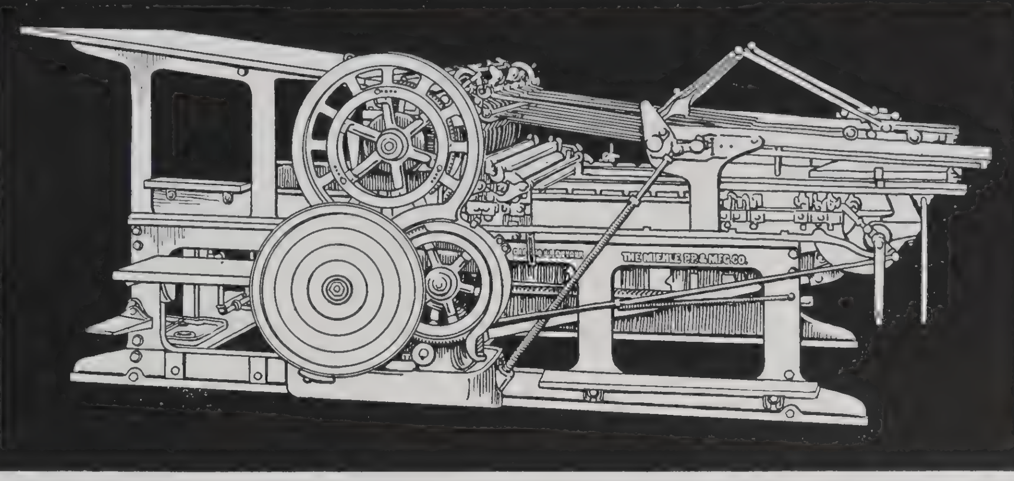
Keeps Correspondents on Toes With Special Miniature Paper

THE Batavia (N. Y.) *Daily News* frequently publishes the *Daily News Correspondent* for all its contributors. It contains suggestions for news, handling of correspondence, etc., and a complete list of contributors. The plan is reported to be helpful in sustaining and improving the correspondence columns.

Country Weekly Feature:

THE Fairmont (Minn.) *Sentinel* successfully uses a feature, "How Fairmont Men Got into Business," with half-column cuts of the merchants. The articles tell how these men came to locate in the town and got into their particular line of business.

The Miehle


THE MIEHLE PR. & MFG. CO.

SMOOTHNESS

THE smooth running of the Miehle is a mark of the near approach to perfection in the design and building of the press. It is indicative of its beautiful balance; of the complete suitability of each part for the function it has to perform.

And, above all, it is insurance of long wear, of the absence of strain of any kind. It is one of the characteristics of the press which make it impossible to set any limit to its years of usefulness.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., [illegible] Monadnock Block PHILADELPHIA, PA., [illegible] Chestnut Street BOSTON, MASS., [illegible] Federal St.
NEW YORK, N.Y., [illegible] Woolworth Bldg. DALLAS, TEX., [illegible] Bldg. SAN FRANCISCO, CAL., [illegible] Mission St.
ATLANTA, GA., Dodson Printers Supply Co. DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

IV.—Cost Finding for Printers and Publishers

(In Twelve Sections—All Rights Reserved)

LABOR OR TIME

By W. H. BRIDGMAN
In Co-operation with
Wisconsin University
Extension Division.

COST ACCOUNTING is a science. The successful application of the principles involved in each step depends upon the mastery of the step which precedes it. We have now begun the APPLICATION of the principles to the operation of a plant. To use the popular vernacular, "watch your step."

Those sending in answers to the questions at the close of each assignment are requested to copy the question and follow it with the answer.

Keep in mind that every step has been simplified and many steps considered necessary in larger plants have been eliminated, to adapt the cost system to the need of the small plant. The principles of cost finding are unchangeable. But the methods of their application are flexible.

W. H. BRIDGMAN

◆

THE SECOND element of cost is *Labor*. Last month we considered the first, *Materials*. Referring again to our outline, labor is direct and indirect. *Direct labor is chargeable directly to the job* and, in print shop language, is chargeable. Indirect labor is not directly chargeable to a job. But indirect labor is just as necessary to the proper functioning of the organization and the plant as is direct labor. Labor is measured by the time employed and in the shop is referred to as *time*. But this term is more general in its application as it applies to the operations of both men and machines. The terms *productive* and *non-productive* are also used to define the relationship between direct and indirect labor.

Refer to Resolution 1 by the first American Cost Congress:

> *"That for the purpose of arriving at the cost of production of printing, the standard unit of production in the several departments shall be the productive hour."*

The productive hour is the *sold hour*. The cost of every job is largely determined by the number of hours of labor or machine time charged to it, which of course are productive hours. The productive hour is by all odds the most important thing the printer has to sell. *To determine the cost of this productive hour as a basis for a selling price is the fundamental purpose of a cost system. The lack of definite information as to the cost of the productive hour accounts for the failure of many a business.* The determination of the cost of this *hour* necessitates the keeping of an accurate record of the labor of each workman and the time of each machine while in operation. It is necessary for purposes of cost finding that this record make possible the separation of chargeable and non-chargeable labor. For although the non-chargeable labor is bought by the employer and paid for at the same price as is paid for the chargeable labor, only the chargeable can be sold, and clearly it must be sold at a price which will pay for both the chargeable and the non-chargeable, plus a reasonable profit.

VARIOUS methods for *keeping the time* of the workmen and machines have been devised and various forms for recording it. But they all have the same ultimate purpose; viz., to give a complete report of the workman's day. For this purpose we will use the *Workman's Daily Time Ticket*, Form 3 of the set used in the installation of the Wisconsin Simplified Cost Finding System. A copy of this form is included with this assignment. It carries the record of a day's work by a printer in a country shop where the workmen work in all departments in the course of the day. This ticket is designed to be used by workmen in all departments of the plant, and if properly kept will afford a complete record of the day's work. It will show exactly what the workman was doing during each minute of the time from the beginning to the end of the day. It will show each item of productive and each item of non-productive time, and also the account or the job to which each item of productive time shall be charged.

The Programme in Brief

THE BRIDGEMAN-UNIVERSITY OF WISCONSIN-NATIONAL PRINTER-JOURNALIST SERIES—begins with the *Reasons for a Cost System* published in January, and includes for February *The Elements of Costs*, and for March, *Materials*.

Other parts will be *Labor or Time, Distributing the Labor Charge, The Individual Job Record, Collecting the Time and Distributing the Pay Roll, Expense, Fixed Charges, Current Charges, Auxiliary Accounting Forms*, and many other divisions and details.

A coupon is published each month, which when accompanying questions will insure a prompt and satisfactory reply. It should be understood that this service will be *without charge until further notice*, and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service, and while it has not set up any restrictions, readers who wish to ask questions for reply are of course expected to be "reasonable."

Those desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

◆

To Catch Up

READERS whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, so far as possible and subject to prior

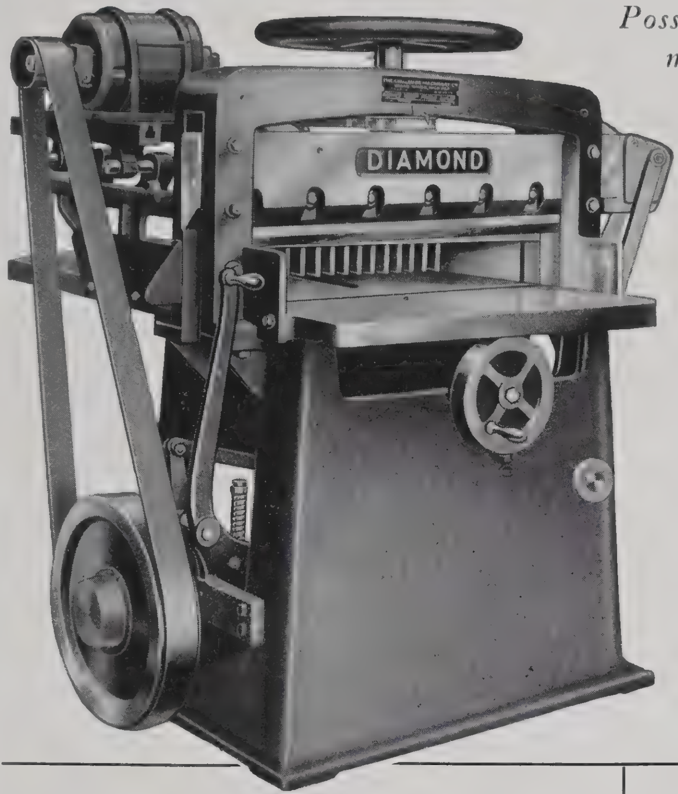
For purposes of keeping time in the printing plant, the hour has been divided into ten units of six minutes each and the printer keeps his time by units instead of by hours and minutes. No charge of time less than a unit is made. If less than three minutes is devoted to a task, no record should be made of it but time in excess of three minutes and less than six minutes should be treated as a unit. This unit system makes a decimal system of time denominations. It is thus possible to make many computations in time by merely moving the decimal point. Nearly all operations can be shortened, in computing cost. For instance 75 units means 7.5 hours. And an hour cost, say of $2.00 means 20 cents per unit. Thus *many short cuts are possible in determining the cost of fractional hours, by the use of this decimal system.*

REFERENCE to the *Time Ticket*, form 3, shows two columns of figures. The left hand column shows the time by the clock from 6 A. M. to 6 P. M., divided into six minute units. In the right hand column these units are numbered beginning with the last unit of the day up to 120, the first unit of the day. They are numbered thus in reverse order for reasons, which will appear later. When the workman receives his ticket and begins his day's work, he places a pencil mark opposite the unit number which is opposite the time by the clock at which he begins work. Let us assume that he begins work at 8 o'clock to do hand composition on Job No. 750 for L. I. Roe Company. He places a mark opposite unit No. 100 and devotes himself to hand composition on this job until 9:30 o'clock when he completes his task and places a mark at the unit No. 85. He designates this period "A" and enters it on the "A" line in the part of the ticket provided for it as shown, first by entering the number of the job, then the name of the customer, the kind of work which is indicated by the Number 1, the department, Hand Composition, by the letters HC and the number of units, determined by subtracting 85 from 100, in the unit number column is entered in the "Units used" column.

The workman then proceeds to lock up the job and works at this until 10 o'clock when he completes and places a mark opposite Unit No. 80. He designates this period "B" and enters the item on the "B" line provided for it by dittoing all the items except kind of work which is

(TURN TO PAGE 30)

Diamond Power Cutters



Possess the Five Most Important Requirements looked for when purchasing a Power Paper Cutter, which are:

SPEED, ACCURACY, POWER, DURABILITY, AND CONVENIENCES FOR THE OPERATOR

Diamond Cutters have the "double shear" or "dip-cut," making the cut smoothly, quickly and without drawing the stock. Note the strong, unyielding one-piece base, the massive one-piece arch and rigid knife-bar, with its three adjusting screws for knife-bar gibs. Diamond Cutters are made in three sizes, 30 inch, 32 inch and 34 inch.

Write us or any Dealer for Literature

Challenge Proof Presses

The "Old Favorite"

Made in two styles and three sizes, from 9x27 to 16½x35 inches Write for Prices

With or without Stand

A good proof is easily read and makes a good impression.

Challenge Proof Presses are built to take good proofs and give the best possible service.

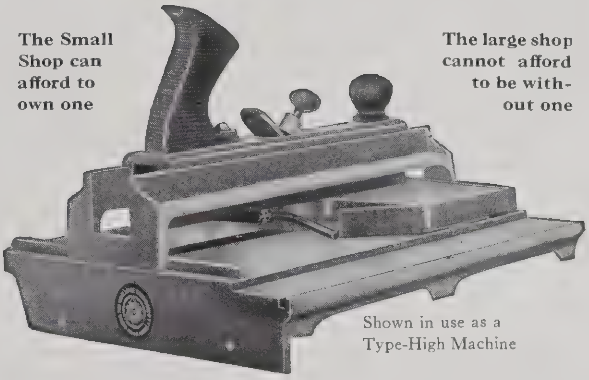
The roller is extra heavy and makes only one revolution from end to end of bed. It is covered with the finest felt blanket. A Brayer Handle and Core is furnished with each press.

Presses without stand are made to fasten on any convenient table. Those with stand have a substantial iron frame, and beneath the bed is a convenient cabinet with door. Near the bottom is a large shelf for proof paper.

SOLD BY ALL DEALERS IN PRINTERS' SUPPLIES

The Small Shop can afford to own one

The large shop cannot afford to be without one



Shown in use as a Type-High Machine

The Hoerner Combination Shute-Board and Type-High Machine

Saves half the time in make-ready on all forms containing mounted plates. Has both a Knife and File Plane. Makes cuts type-high, squares, miters rule, trims slugs, bevels patent block plates, etc. A special Beveling Plane for patent block plates can also be furnished on special order.

WRITE TODAY FOR FULL INFORMATION

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U.S.A.

CHICAGO
124 S. Wells Street

NEW YORK
220 W. 19th Street

Cost Finding for Printers and Publishers : : : : : : : :

CONTINUED FROM P. 28

No. 5 and the number of units which is determined by subtracting 80 from 85.

The workman then proceeds to wash up a press and devotes four units to the task placing a mark opposite unit No. 76. This period is designated "C" and entered on the "C" line. The number of the operation is 127, the department is indicated by J. P. meaning Job Press.

The workman then proceeds to make ready on the press. This occupies his time till 10:42 by the clock and he marks unit No. 72 and designates the period "D," and enters the item on the "D" line. The operation No. is 102.

The workman then proceeds to run the job which occupies his time till 12:00 o'clock. He marks unit No. 60, which subtracted from 72 the last unit number marked, gives 12 units. This period is designated "E" and the items are entered on the "E" line. The number of this operation is 103.

* * *

The workman lays off for lunch and draws vertical lines in the figure columns between 12:00 and 1:00 o'clock, which indicates no record.

He resumes work at 1 o'clock and devotes five units to waiting on a customer, four units to cutting stock for Job No. 748 for the Dependable Baggage Company, then he devotes 21 units to advertising composition for the newspaper, followed by ten units devoted to distributing type, when it is 5 o'clock. He places a mark after unit No. 10 and assuming that all his entries have been properly made he signs his name to his ticket, properly dates it and turns it over to the foreman or deposits it in a receptacle provided for it. A footing of the "Units Used" column should be 80, the number of units in eight hours. If the column does not foot eighty, then an error has been made and the workman should be required to correct it.

THE numbers used to indicate the operation or kind of work are explained by the list of operations with corresponding number, which is made a part of this lesson. This list is made as comprehensive as possible, to cover all departments. Yet in nearly every shop, operations will arise which this list does not cover. Numbers with blank spaces are provided for such operations and they can be entered and recognized by all the workmen of that particular shop. It will be noted that the number series is so arranged that the workmen will soon learn to recognize the series of numbers assigned to each department. The workman will soon be able to indicate each operation by number without referring to the list except to get the number of an operation that is little used.

Test Questions

Section IV.

1. *By what other terms are "direct" and "indirect" labor designated?*
2. *Why are the terms "labor" and "time" not interchangeable.*
3. *What is the unit by which the cost of production is measured? Quote authority.*
4. *What is the first essential in determining the cost of the productive hour.*
5. *Describe the Workman's Time Ticket.*
6. *Illustrate the advantage of keeping time units of six minutes.*
7. *What is the advantage of having operations numbered?*
8. *For what machines is it necessary to keep time tickets separate from that of the man who operates the machine? Why?*
9. *Make up and fill out a time ticket for a workman in an ordinary country print shop covering the working period of the day.*

* * *

The use of a number is designed to lessen the work of recording the operation. The student should familiarize himself with this list of operations and associate the operations of each department with the series of numbers which represents them Thus the student should be able instantly to know by the number to what department the operation belongs and whether it is chargeable or non-chargeable. Comparatively few of these operations come within the experience of the average workman and the workman quickly learns to record his operation without referring to the key. It is more important that the keeper of the cost system records should be able to recognize each operation by number.

The time tickets should be carefully checked and O. K.d by the foreman before they are taken to the front office. In the smaller shops this task can safely be performed by the person who keeps the cost system records.

* * *

IN CERTAIN departments of the plant, notably the press room, the product is not the product of man labor but of machine operation. In such cases a record of machine time must be kept, separate and distinct from the man time. The form used for the *Workman's Daily Time Record has been found satisfactory for keeping machine time.* For purposes of cost finding, each machine should be numbered; as, Job Press No. 1, Job Press No. 2, etc., and Cylinder Press No. 1, etc. *A ticket should be made for each machine and the time recorded the same as for a man,* while in operation. The number of the machine should be entered in the space provided for the name of the workman. The idle time of the machine may be indicated by drawing a vertical line through the column of unit numbers during the period of time for which the machine is idle.

The necessity for keeping machine tickets on other than one-man machines, and where the man time and machine time may not be coincident, is apparent. Frequently two or more workmen are employed in the operation of one press. The actual time of the press can be determined only from a record kept of the press. The record of two or more men working on the press would result in duplicate or triplicate time charge for the press, which would be an unfair charge to the job.

The general use of automatic machines where man time is largely eliminated makes necessary the use of separate tickets for the machine, but in the case of the exclusively one-man machine, where the operating time of the machine is coincident with the time of the man, then one ticket suffices for both men and machine as in the case of the slug casting or composing machines. The machine ticket is also necessary for various automatic machines in the bindery such as folders with automatic feeders. The column headed *Production,* on the time ticket is especially provided for entering the number of impressions by presses during a given period or the number of sheets handled by a folder.

* * *

(On the next pages you will find a most valuable table which is explanatory of this installment, and which should be saved as a vital part of the course.—The Editors.)

(TURN TO PAGE 32)

National Printer-Journalist Service Coupon

TO UNIVERSITY OF WISCONSIN, *Extension Division,*
DR. LOUIS E. REBER, *Dean,*
MADISON, WISCONSIN.

Dear Mr. Reber:

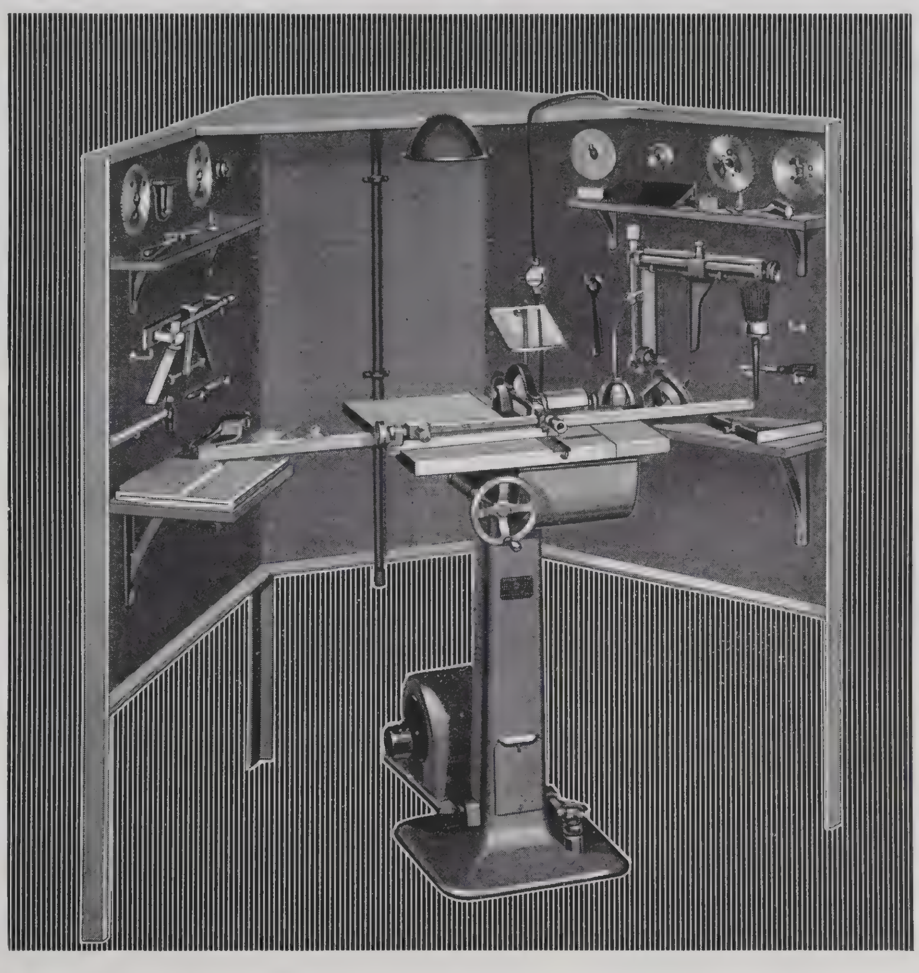
I enclose questions relative to Cost Finding Problems as a result of my study of the BRIDGMAN-U. OF W. EXTENSION DIVISION articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

If interested in getting information about Complete Extension Course of Study on this subject, check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant..
.... *Title or Position*..
Street, No..
.........1924 *City*........................ *State*....................

IV. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.

HAMILTON



Hamilton Saw Guard No. 15744

FOR saw-trimmer or plain saw, in composing room, electrotype or stereotype foundry. A cabinet as well as a screen or guard — everything auxiliary to the most accurate and rapid use of the machine kept in order and ready to hand. Note handy shelves, light fixture, open base for passage of metal truck, ample room for extension gauge, minimum of floor space.

With flying chips and sawdust confined by this guard — with no danger of damage to other equipment or machines — and no possibility of discomfort or injury to the workmen — the saw may be wherever it can give its maximum of service as a standardizer of material and a profit-maker.

SPECIFICATIONS: Width, front, 64", back, 20". Depth, 31". Height, 60". Base opening, 18" to floor. Long and short tool hooks on both sides. Upper shelves, 4x24 inches, flat; lower shelves, 8x24 inches, slightly tilted. In steel only; baked olive enamel. Shipped K.D., with instructions.

THE HAMILTON MANUFACTURING COMPANY
TWO RIVERS, WISCONSIN Eastern House: RAHWAY, N. J.

HAMILTON goods are for sale by all prominent type founders and dealers everywhere.

Cost Finding for Printers and Publishers : : : : : : : :

CONTINUED FROM P. 30

Numbers Used to Indicate Operations or Kinds of Work in This System

This Chart Must Be Saved for Reference in Reading This Course as Future Installments Refer to It

(By Courtesy of University of Wisconsin Extension Division and W. H. Bridgman)

HAND COMPOSITION

Chargeable Time

1. Hand composition
2. Hand ad composition
3. Customer's alterations—hand
4. Make-up
5. Lock-up
6. Foundry lock-up
7. Registering forms
8. Dividing for colors
9. Inserting linotype customer's alterations
10. Collating or assembling linotype matter
11. Collating or assembling monotype matter
12. Cutting linotype slugs
13. Cutting special material for specific job—explain in remarks
14. Arranging in alphabetical order
15. Preparing index
16. Arranging copy and cuts
17. Special proofs for customer
18. Mounting cuts
19. Trimming and squaring cuts
20. Caring for live matter
21. Packing and boxing customer's cuts
22. Correcting and proving mailing list
23. ....
24. ....
25. ....

Chargeable or Non-Chargeable Time

26. Making changes or corrections on press—explain in remarks
27. Inserting linotype office corrections
28. Editing copy—and preparing copy
29. Checking ads
30. ....

Non-Chargeable Time

31. Office corrections
32. Changing bad letters
33. Changing bad letters or characters on press
34. Relocking forms
35. Hunting for sorts—explain what in remarks
36. Hunting for lost pages, electros, cuts or other things—state what in remarks
37. Cutting material for general equipment
38. Distribution
39. Proof-reading
40. Holding copy
41. Revising
42. Proving galleys
43. Extra work caused by accident—explain in remarks
44. Laying cases
45. ....
46. ....
47. ....
48. ....
49. Errands for this department

MACHINE COMPOSITION

Linotype Department

Chargeable Time

50. Composition
51. Ad composition
52. Customers alterations
53. Changing over machine
54. Casting borders and other material
55. Corrections for mailing list
56. ....
57. ....

Non-Chargeable Time

58. Office corrections
59. Waiting for copy
60. Cleaning space bands
61. Caring for machine
62. Smelting
63. Repairs
64. Delays through accident
65. ....
67. ....
68. ....
69. Errands

Monotype Department

Chargeable Time

70. Composition—keyboard
71. Composition—casting
72. Changing over—keyboard
73. Changing over—caster
74. Casting sorts
75. Customers alterations—keyboard
76. Customers alterations—caster
77. Composition for mailing list
78. ....

Non-Chargeable Time

80. Office corrections—keyboard
81. Office corrections—caster
82. Waiting for copy
83. Caring for keyboard
84. Caring for caster
85. Repairs—keyboard
86. Repairs—caster
87. Delays through accident—keyboard
88. Delays through accident—caster
89. Smelting
90. Casting sorts for hand correction
91. ....
93. Errands for this department

PRESSROOM

Chargeable Time

100. Wash-up account customer
101. Registering
102. Make-ready
103. Running
104. Press changes
105. Holding press, customer's order
106. Holding press, account customer's proof
107. Slip-sheeting and removing slip-sheets
108. Pulling press proofs
109. Waiting for ink to dry on short run work and turn
110. Standing time account customer—explain in remarks
111. Chargeable standing time
112. Bronzing

(TURN TO PAGE 34)

WORKMAN'S DAILY TIME TICKET—Form 3

Job No.	FOR WHOM	Kind of Work	Dept.	Units Used		Production	Hand Comp.	
							Chargeable	Non-Char
750	L. I. Roe Co.	1	H. C.	15	a		15	
	"	5	H. C.	5	b		5	
	"	102	J. P.	3	c			
	"	103	J. P.	12	d			
		38	H. C.	5	e			5
		314	G. E.	5	f			
757	Dep. Bag. Co.	256	M. B.	4	g			
	Newspaper	2	H. C.	21	h		21	
		38	H. C.	10	i			10
					j			
					k			
					l			
					m			
					n			
					o			
					p			
					q			
					r			
					s			
					t			
					u			
					v			
					w			
					x			
					y			
					z			
					au			
					ae			
					ax			
					av			
					cu			
					ce			
					cx			
					cv			
					vx			
				0			1	5
J. W. Grant Workman				8			4	1
Date Oct. 5, 1923								

Time—Unit No.

6-120
6-119
12-118
18-117
24-116
30-115
36-114
42-113
48-112
54-111
7-110
6-109
12-108
18-107
24-106
30-105
36-104
42-103
48-102
54-101
8-100
6-99
12-98
18-97
24-96
30-95
36-94
42-93
48-92 a
54-91
9-90
6-89
12-88
18-87
24-86
30-85
36-84
42-83
48-82 b
54-81
10-80
6-79
12-78 c
18-77
24-76
30-75
36-74
42-73
48-72
54-71
11-70 d
6-69
12-68
18-67
24-66
30-65
36-64
42-63
48-62 e
54-61
12-60
~~6-59~~
~~12-58~~
~~18-57~~
~~24-56~~
~~30-55~~
~~36-54~~
~~42-53~~
~~48-52~~
~~54-51~~
1-50
6-49
12-48
18-47 f
24-46
30-45
36-44
42-43 g
48-42
54-41
2-40
6-39
12-38
18-37
24-36
30-35
36-34
42-33
48-32
54-31
3-30
6-29
12-28 h
18-27
24-26
30-25
36-24
42-23
48-22
54-21
4-20
6-19
12-18
18-17
24-16
30-15 i
36-14
42-13
48-12
54-11
5-10
6-9
12-8
18-7
24-6
30-5
36-4
42-3
48-2
54-1
6-0

Spaces to the Right of the Word Production are for Office Use Only; the Column Headings are Successively: Hand Composition, Machine Composition, Cylinder Press, Blank, Job Presses, Blank, Machine Bindery, Hand Bindery, Stock Room, General Expense, and Newspaper. Each Additional Space, to Right (not shown) is Ruled Similarly as Hand Composition Column Shown Above. Others are Omitted, to Make Reproduction Large Enough to Particularly Illustrate This Installment. This Form Appears Complete in Later Installments.

Basic figures show the tendency of publicity is to treble its expenditures every five years. Next year's outlay for printing is set at $150,000,000 more than last year. New equipment will be sold to meet the demand thus created. Improved machinery will displace slow moving, obsolescent equipment as cost-reducing, increased-production advantages are made more apparent. But the manufacturer must show—he must demonstrate—if he will sell. The opportunity to show them in numbers *and sell them* is yours at this exposition.

Third Educational

Graphic Arts Exposition

Milwaukee, August 18 to 23

Authorized by International Association of Printing House Craftsmen; *under the auspices of* Milwaukee Club of Printing House Craftsmen. The Association is for Trade Education only.

This will be the last Craftsmen's Graphic Arts Exposition until 1927, or later.

Progressive manufacturers are reserving space. Many new things will be shown. They will come in for much attention. Developments and improvements in other machinery devices will also be looked for.

The big Milwaukee Auditorium, occupying an entire city block, will be filled with the exhibits of manufacturers with vision—who know the executive is the one who influences purchase of new equipment and who is responsible for its successful operation. They will be in Milwaukee in unusual numbers, because there are now 45 Craftsmen's Clubs. All of them are laying plans to send big delegations. The employer, the buyer of printing, and the advertiser will also be there.

Make reservation at once. Desirable space is here now. It will not be available a little later, because the Exposition's success is enthusiastically assured. It's going over big. Save later disappointments by getting all the space you require now.

Address all communications to

MILWAUKEE GRAPHIC ARTS EXPOSITION

Phone Broadway 498 · Hotel Pfister · Milwaukee, Wisconsin

Cost Finding for Printers and Publishers : : : : : : : :

CONTINUED FROM P. 32

113. Piling stock
114. Jogging jobs in process
115. Changing rollers
116. ....
117. ....
118. ....
119. ....

Chargeable or Non-Chargeable Time

120. *Repairing plates—holding press
121. *Repairing plates—not holding press
122. *Standing time faulty plates
123. *Lifting forms
124. *Changes and corrections in forms
125. *Mixing ink
126. *..

Non-Chargeable Time

127. General wash-up
128. Waiting for O. K.
129. Waiting for feeder
130. Waiting for stock
131. Waiting for form
132. Waiting for ink
133. Changing bad letters
134. Standing time faulty composition
135. Standing time faulty imposition
136. Standing time
137. Standing time laying plates wrong
138. Making up shortage
139. Cleaning and dusting sheets after bronzing
140. Accidental delays—explain in remarks
141. Repairing—general—explain in remarks
142. Oiling
143. Repairing automatic feeder
144. Repairing motor
145. Standing time rollers run down
146. ....
147. ....
148. ....
149. Errands for this department

HAND BINDERY

Chargeable Time

200. Folding
201. Gathering
202. Inserting
203. Collating
204. Covering
205. Sewing
206. Silk or thread stitching
207. Tipping
208. Gumming
209. Pasting
210. Padding
211. Numbering (hand machine)
213. Check binding
214. Counting
215. Interleaving
216. Addressing
217. Enclosing in envelopes
218. Jogging
219. Stringing
220. Tissueing
221. Caring for jobs in process
222. Helper on cutter
223. Helper on stitcher
224. Helper on folder
225. Tieing and wrapping
226. Slip-sheeting and removing slip-sheets
227. Mailing (addressing, wrapping)
228. Bronzing
229. Cutting cloth
230. Cutting leather
231. Cutting board
232. ....
233. ....
234. ....
235. ....
236. ....
237. Errands for this department

MACHINE BINDERY

Chargeable Time

250. Folding—setting machine
251. Folding—running machine
252. Perforating—setting machine
253. Perforating—running
254. Punching—setting machine
255. Punching—running
256. Cutting
257. Trimming
258. Stitching or stapling
259. Sewing
260. Eyeletting
261. Round-cornering
262. ....
263. ....
264. ....

Non-Chargeable Time

265. Repairs—explain in remarks
266. Accidental delays—explain in remarks
267. ....
268. Errands for this department

GENERAL EXPENSE

Numbers to be used by employes in mechanical departments when doing front office work

310. Delivering jobs
311. Errands not chargeable directly to a department
312. Cleaning and sweeping entire office
313. Attending to fires
314. Waiting on customers
315. ....
316. ....
317. ....

NEWSPAPERS

Numbers to be used by employes in mechanical departments when doing front office or outside work for the newspaper

320. Reporting
321. Collecting sub. or advg. accounts
322. Soliciting advertising or subscriptions
323. Checking advertising
324. ....
325. ....
326. ....
327. ....

STOCK HANDLING

300. Unpacking and putting away stock
301. Cleaning and straightening stock room
302. Baling waste paper
303. ....
304. ....
305. ....

NOTICE

Time recorded according to UNITS; each unit representing SIX minutes; there being ten units to the hour. This facilitates figuring.

Always indicate kind of work by number in proper column on time ticket.

Use initials of departments in "Department" column on time ticket. Thus H C for Hand Composition, M C for Machine Composition, C P for Cylinder Press, J P for Job Press, M B for Machine Bindery, H B for Hand Bindery, S H for Stock Handling, G E for General Expense (or office), N P for Newspaper.

It is not expected that this entire list of operations will be used by any one plant. But it is urged that the numbers listed will be used for such operations as occasion may demand in each office.

In the lists of work items, those marked with an asterik (*) indicate that the time may be either chargeable or non-chargeable, according to circumstances. Thus, changes or corrections made on the press which are clearly due to errors made by the office would be non-chargeable, while if they are made by order of the customer, they would be chargeable.

American Specialization in Printing Industry Appeals to Swiss Student

Rudolph Fretz of Zurich, Sees World-wide Influence in Coming Craftsmen's Exposition and Convention at Milwaukee, August 18-23

RUDOLPH FRETZ of Fretz Brothers, Zurich, Switzerland, who is in America studying the latest development of printing and lithographing, has expressed much interest in the Graphic Arts Exposition to be held in Milwaukee, Aug. 18 to 23, and has written his firm for authority to take space.

"There was a lack of development in the graphic arts industries in Europe during the war and as a result American firms spurted ahead of us," said Mr. Fretz. "It is to catch up that I have come to this country to learn what is being done.

"I have observed several outstanding differences in the manner in which establishments are conducted here and in Switzerland and the rest of Europe. You are a country of specialists. In Europe the craftsman learns every phase of his process. As Herbert Hoover expressed it to me our development is on a horizontal line and yours on a vertical. The same thing holds good in plant management. In Europe the owner knows not only of the business and practical end of managing the firm, but he also knows the technical side. In this country there are heads of firms who are not technicians."

Mr. Fretz declared that in the last two years the advertising business has increased in Europe as the result of the American influence. Europe lacks capital, however, so advertising is not on as great a scale.

Switzerland was especially hard hit because her exchange remained high while that of other countries sank lower and lower, making trading with Switzerland expensive.

Mr. Fretz expressed confidence that many European firms would be represented at the Milwaukee exposition and convention of the International Association of Printing House Craftsmen, because of the opportunity of seeing under one roof all the most progressive developments in the industry in America.

THE number of foreign diplomats and firms which have replied to invitations to be represented at the exposition and convention has increased from 100 to 150. H. & D. Bischoff of Munich, Germany, is one of the foreign firms which has taken space. This firm specializes in fine reproductions of oil paintings.

Mr. Fretz is at present at the Gugler Lithographing Co., Milwaukee. He spent several weeks in New York and one year in Paris. He has spent approximately two years on his American study tour thus far.

* * *

George A. Just, president of the Exposition organization, said: "Actual assurance that the Exposition will be the most complete and representative demonstration of the graphic arts ever held, is now a demonstrated fact. Exhibit spaces are being taken at a rapid rate."

Self-Insurance Plan Comes Before Illinois Association

A COMMITTEE of the Illinois State Press Association, consisting of P. R. Goddard, R. R. Robbins and John Prout, has submitted a recommendation for joining into a reciprocal property insurance organization, believing that a saving of at least 25 per cent can be made in comparison with insuring in the stock companies, while reinsurance arrangements would protect the publishers from excessive risks.

Johnsonized

The following letters best tell the story of Johnsonized Service.

From The Free Press, Corning, Iowa. *March 15th, 1924.*

The Johnson Manufacturing Co. just completed the installation of a seven column quarto Johnsonized Huber Two Revolution Press in our office and we want to say that we are well satisfied with same.

The machinist who installed the press was more than satisfactory and besides having the Huber in good working order, put the rest of our machinery in fine shape. They have given us all that we contracted for and more, which we think is all a firm could do.

From The Oklahoma Prtg. Co., Guthrie, Okla. *March 3rd, 1924.*

It gives us pleasure to have dealings with the firm of C. I. Johnson Mfg. Co., who are more than anxious to see that their part of an agreement is carried out to the satisfaction of all concerned.

The Johnsonized Pony Miehle just installed has been accomplished with the minimum of expense and we are more than glad to recommend them as a firm worthy of all confidence.

From The Record, Detroit, Minn. *Jan. 3rd, 1924.*

This letter may be accepted as our acknowledgement and acceptance of the Two Revolution Johnsonized Whitlock Press installed in our office this week by your representative. Also acknowledging our indebtedness to your machinist for his assistance in removing and packing the old Babcock Drum Press, and in aiding us to get a first-hand knowledge of the operation of the new Press.

As far as we can tell at this time the new Whitlock is all that we expected and we shall be surprised if it does not give the best of satisfaction.

Johnsonized machinery for Printer, Binder and Typesetter. All Standard makes of new machinery and supplies.

C. I. Johnson Manufacturing Company
Independent Printers Supply House
Office: 48-50 E. 3rd St. Shop: 143-5-7 So. Wabasha St.
St. Paul, Minn.

Looking Them Over : : With C. H. DuCloe

Readers May Submit Newspapers for Criticism, and These Will Be Published. Write a Letter or Card Requesting Criticism, and Mail Copies. Data Used on Population, etc., are From Directories. "Deadline" is the 15th of the month.

Montesano (Wash.) Vidette—*Roy C. Rosenthal, editor; W.;* pop. 2,150; circ. 1,800; $2—We would vary the 18-point caps with 18-point c. and l. c. for the front page headlines. Except in this one respect your front page is O. K. We guess you know of our personal favor for pyramidal arrangement of ads. Editorial page is fine; one suggestion however: Substitute one or two of your admirable syndicate features for the court news which ran on that page in the issue at hand. Glad to know you are prospering with job work sufficiently to warrant the installation of a Chandler & Price press with a Miller Automatic feeder. You show a tendency to use heavy type and heavy borders in the ads. Perhaps this is what the advertisers want.

Waseca, (Minn.) Herald—*J. P. Coughlin, publisher; W.;* pop. 3,900; circ. 1,530; $2—In the issue of March 6, it would have been wise to avoid running the Walsh and League heads adjacently. A two-column, banked head would have helped to prevent this. In the lower half of the front page are two other heads running flush. Editorial page looks good—except for the ads! We would put single-line headlines on editorials that run more than a stick. Your method of heading the correspondence conforms with our ideas.

Santa Barbara (Calif.) Morning Press—*Charles M. Vernon, editor; D.;* pop. 19,500; circ. 5,000; $7.20—It is seldom that we get a rotogravure section in a paper of your circulation. Front page of sectional is very appealing; bottom half of page is especially fine. We would set up a flag for the editorial page. Your plan of running a comic strip on the classified ad page is enterprising. It is being done by the big fellows with success and gets more pull for the classified ads. Inking seems weak; perhaps because your stock is pretty gray.

Wabeno-Soperton (Wis.) Advertiser—*P. O'Brien, publisher; W.;* pop. 2,390; circ.?; $2—Front page exceptionally well arranged. We would not run editorials, such as the one on "Fire Protection" on the front page; set the local editorials the same as the "canned" stuff and put them under the flag. Your ads seem a bit too heavy. Perhaps we get this impression from the very heavy borders you use in many of the ads. You have a fine assortment of syndicate features, but too many of them. We should think a town the size of Wabeno could furnish news enough for another page of home-made editorial matter.

Roseville, (Cal.) Tribune & Register—*F. R. Brill & Son, publishers; Semi-W.;* pop. 4,480; circ. 1,600; $3—We are getting quite a few papers now that have a section which is devoted to high school news, written by the high school students. Yours is one of the best we have seen. Your long review story on the growth of Roseville would have been more attractive to the eye had it contained sub-heads. This applies also to other long review stories in the paper. We like the way you set up the editorials. Headlines supplied with plate matter seldom conform with the style of the hand set heads, so if you are careful about the appearance of the paper it is a good idea to saw off the plate heads and substitute some of your own.

Hot Springs (S. D.) Star—*A. T. Johnson, publisher; W.;* pop. 2,150; circ. 1,500; $2.50—Except for two Gothic cap heads placed at the top of the page in adjoining columns, the front page of the March 6 issue is very good. A pleasing typography of news and ads obtains all through the paper. You might number and date pages. Perhaps a good two-column cartoon would not be out of place on your editorial page. It is gratifying to see you following our advice regarding headlines for the editorials.

Craig (Colo.) Courier—*E. B. Dupree, editor; W.;* pop. 1,300; circ. 900; $2.50—Front page would look better if two-line, 8-point bold face cap heads were used instead of the one-line bold face caps and lower case heads now employed. You ought to number and date the pages. Method of running correspondence is neat. Department of "Over the Tea-Cup" is good stuff for the ladies; too often we self-sufficient men forget that it's the women folks who make the circulation. Advertising typography is noteworthy for its uniform standard of excellence.

Elgin (Ill.) Daily Courier—*D. A. McKenzie, editor; D.;* pop. 27,500; circ. 9,500; $5—As a general rule, your paper follows standard practices of newspaper make-up. Plan of starting right in with the correspondence on page 2 is praiseworthy. We would try to keep the more garish ads off the editorial page.

Rock Rapids (Ia.) Reporter—*W. G. Smith & Sons, publishers; W.;* pop. 2,175; circ.?; $1.50—Front page a fine example of effectively balanced make-up. Make a two column 12 or 14 point head out of "Local and General". Don't include too much stuff under this all-inclusive head. We saw several stories in the general column of March 13 which we should have favored with headlines. Ads well set up, though we favor the pyramidal style of arrangement. Page numbers and dates are small things to consider, but they help to make a paper better.

Kenosha (Wis.) Evening News—*W. T. Marlatt, editor; D.;* pop. 40,500; circ. 8,050; $7.50—Housewarming edition is an exemplary effort in this line. You neglect no means to put the *News* where it belongs. Pictures are unusually good, and accompanying editorial matter is well prepared. Our only adverse criticism is that the news section was not entirely separated from the feature sections.

Alta Vista (Kan.) Journal—*O. D. Kistler, editor and publisher; W.;* pop. 490; circ. 750; $1.50—Even bank ads are not to be permitted on the front page, in our opinion. Your front page lacks headlines which distinguish the importance of the stories, bold face caps being used exclusively. Judging from your ad typography we should think you could scrape together enough display type to use for headlines on the more important stories. You do mighty fine press work, and use a good grade of ink. Many country editors would get better looking papers if they spent a little more money for ink. The cost is insignificant when results are considered.

Poteau (Okla.) LeFore County Sun—*Charles H. Cowles, publisher; W.;* pop. 2,680; circ. 1,300; $1.50—The top of the front page of your March 6 issue is a little too heavy. Next time you use a streamer, tone down the other top heads. Your second page would look a little livelier if there were headlines on the editorials. As it is, the ads diminish the effectiveness of the editorial paragraphs. Names of towns over the correspondence would appear to better advantage if enclosed in a 2-point rule box. We think the insertion of Hambone's Meditations in the want-ad column detracts from the column's effectiveness. Careful presswork noted.

Nauvoo (Ill.) Rustler—*Mark Hudson, editor; Semi-W.;* pop. 1,000; circ. 1,270; $2—Front page demonstrates a fondness for single-line, label headlines. You could supplant quite a few of the one-line 12-point heads with two-line, 8-point bold face caps. This would enable you to run off a great deal more on the machine and would save space. Save the "readers" for the inside pages. We would put the editorial flag on page 2 and run a few snappy, homemade editorials beneath it. Advertising typography and arrangement very good. Fine white stock and good presswork add considerable to the appearance of the paper. Accept our congratulations for your enterprise in issuing a semi-weekly.

Lakeland (Fla.) Star-Telegram—*Harry L. Brown and Lynn W. Bloom, editors and publishers; D.;* pop. 7,000; circ. 4,200; $7—Front page of section 2 (which really should be section 1) is laid out in fine shape. We like the way you treat all advertisers alike, with a small write-up and an 8-point cap headline. The idea of combining in one issue all the newspapers in the county, is worth imitation by other counties that issue year books. We like to see plenty of pictures, which is one reason why we like this big issue of the *Star-Telegram.*

Haven (Kan.) Journal—*E. D. Headley, editor; W.;* pop. 130; circ. 760; $1.50—It is very, very seldom that we receive a paper of your size that is all "home-print." Congratulations for the amount of advertising and local news you have. Try to make the headlines tell something, instead of serving as labels. For instance, a head "Dairy Meeting" would tell a story if it gave the results. You might put all of the front page advertising below the fold line. Advertising typography uniformly good, considering the meagre materials at your disposal. We would like to see an editorial or two each week.

Cobleskill (N. Y.) Times—*Charles L. Ryder, publisher; Semi-W.;* pop. 2,500; circ. 6,000; $2—A preponderance of 24-point heads is patently noticeable in your Chamber of Commerce edition, lending it a heavy, black appearance. Use of initial letters in the main stories shows a commendable interest in good typography. Some of the ads carry borders that are altogether too heavy. There is plenty of news and a lot of good feature stories in the issue. Departments are well-handled.

National distribution of the WESTVACO *Mill Brand Papers* is assurance of maximum warehouse and mill service on the grades and sizes itemized in *The Mill Price List*

WEST
WVP&P
QUALI
Reference Book of WESTVACO MILLBRAND PAPERS
Featuring The Mill Price List
Westvaco Papers

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel

Marquette Enamel

Sterling Enamel

Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint

Westvaco Ideal Litho.
Coated One Side

Westvaco Super

Westvaco M. F.

Westvaco Eggshell

Westvaco Text
White Gray India Tint Brown Blue Goldenrod

Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod

Origa Writing
White Canary

Westvaco Index Bristol
White Buff Blue Salmon

Westvaco Post Card
Cream

WEST VIRGINIA PULP & PAPER COMPANY · New York and Chicago

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

* * *

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

ENGRAVINGS

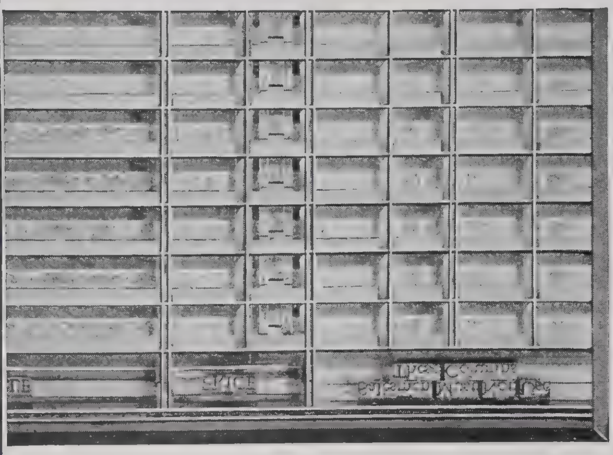
IN OLDEN DAYS,—and not so very far back, at that,—the only engravings used were carved out of wood by Monks. Contrast this with the Modern Science of photo-engraving which enables you to have anything reproduced, whether this be works of Art or merchandise of any description.

The success of the largest business houses in the country, both Retail, Wholesale and Mail Order and also the Manufacturing Industries, has only been achieved by use of illustrations in their advertising matter and catalogs.

The Barnes-Crosby Company has for a quarter of a century maintained its position as one of the foremost establishments of its kind in this country, and with its large Advertising Studios, with specialists in all branches, and its modern up-to-date Engraving Shops, is in position to produce illustrations and engravings of the highest order.

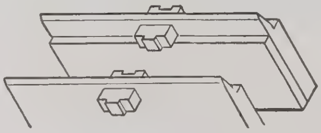
A cordial invitation to visit our Offices and Works is extended to all buyers.

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.



The New and Better Way to Produce Quality Rule Forms

GREATER accuracy of alignment is assured for vertical rules in blank-form work by the use of this new slug-aligning Ludlow matrix. This novel interlocking method is a Ludlow invention and an exclusive Ludlow feature. It enables the Ludlow operator easily to produce intersecting horizontal and vertical rule combinations with far greater accuracy of alignment of verticals than has hitherto been secured with slug composition.



Section of "Interlocking" Ludlow slug cast from slug-aligning rule matrix with regular horizontal rule matrices.

Ludlow matrices for blank form work are made in a variety of ruleface combinations in 12, 18 and 24 point. By setting one line in the desired size and then recasting, the operator may produce as many lines as needed.

When the slug-aligning matrix is used the slug lines lock together insuring positive, accurate alignment of verticals.

By this method, with a little care, Ludlow users can produce exceptionally good rule work for blank forms. One St. Louis firm found recently that it could produce blank forms by the Ludlow method almost the equal of wax plate work, and at a saving in cost of more than seventy-five per cent. As this saving was based on their chargeable hour cost, this new method should interest every printer who does even a small amount of this class of work.

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

"NPJ" Viziter : : April 1924

THIS column is intended to give a brief, useful picture of the trend of the times in the field of printing-journalism. News letters, bulletins, mail received by the editor, visits of salesmen and readers, trade announcements, and so on, furnish the bulk of the material. Contributions are always welcome, and are handled in conformity to the purpose of this department, as one of the services to readers of "NPJ."

THE TENTATIVE program arranged for the entertainment of the National Editorial Association editors by the Oklahoma program committee follows:

May 18—Southern editors meet at Memphis, Tenn., for a special train to Ponca City, to join the other special of northern members assembled at Kansas City.

Following the morning in Ponca City, the editors will be driven to 101 ranch for a buffalo meat barbecue at 1:00, and a rodeo and Indian show during the afternoon.

May 20—Guests of Tulsa all day and that night.

May 22—Convention session during morning in Oklahoma City, with a mid-afternoon trip to Guthrie, where the N. E. A. held its annual meeting 20 years ago.

May 23—Morning session of convention, with trip to Norman during the afternoon to visit Oklahoma University.

May 25 (Sunday)—Breakfast in Lawton with an auto ride immediately to Fort Sill.

May 26—Arrive Austin, Texas for breakfast and ride over Texas capital city.

May 27—Arrive Laredo and enter Mexico as guests of Mexican government.

◆

B. F. CHITTICK, manager of the Mid-Western branch of the Printers Manufacturing Co., Minneapolis, makers of the *Monomelt,* dropped in the other day. His offices are at 417 South Dearborn street, Chicago, and he reports a splendid volume of business. Elsewhere it is learned that the Monomelt makers are about to open offices in Cleveland, Kansas City, Atlanta and San Francisco, and the home office has been moved to the Palace Building, at Minneapolis. A New York office was opened some time ago. Mr. Chittick enthusiastically told about the product he sells, as a true salesman should: "Ever since the slug casting machine was introduced, a device was sought to obviate the need for melting metal twice. It looks to me like a melting figures about one half cent a pound. Our product eliminates one melting, saves floor space of furnace, but beyond this has the quality, and is in my opinion the best metal cleaner ever devised."

READ IT—Get the Facts You're Paying For—READ

UNIQUE SPECIAL—A daily newspaper published in America producing a complete and well-illustrated, as well as well-patronized two-day feature section pertaining entirely to a foreign country, is a recent achievement of the Boston *Christian Science Monitor.* Furthermore, 100,000 copies were distributed at the British Empire Exhibition, Wembley, London, Eng. The name of "British Dominions Feature Section" was given the enterprise. Each part contained half-tones and feature articles which have probably never before appeared in an American-printed newspaper. A noted British advertising man not very long ago pronounced *The Monitor* to be "the best-printed newspaper," and the sections are splendid examples of the newspaper printers' art. A large proportion of across-seas advertising copy was included.

(TURN TO PAGE 40)

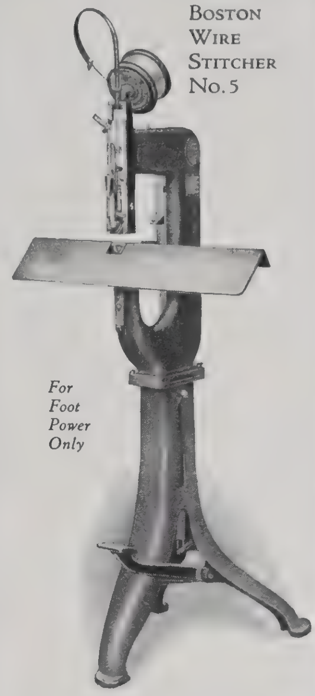
The Boston No. 5

IS A FOOT-POWER WIRE STITCHING MACHINE OF UNUSUAL EFFICIENCY

It *Meets Every Requirement* of offices not needing the power models, is simple in design and turns out a volume of work that is "Boston" quality in all respects. Capacity, two sheets to one-half inch; fine round or flat wire; easily operated by foot power; working parts visible; flat and saddle table; singly adjusted to thickness of work; interchangeable four-surface cutters.

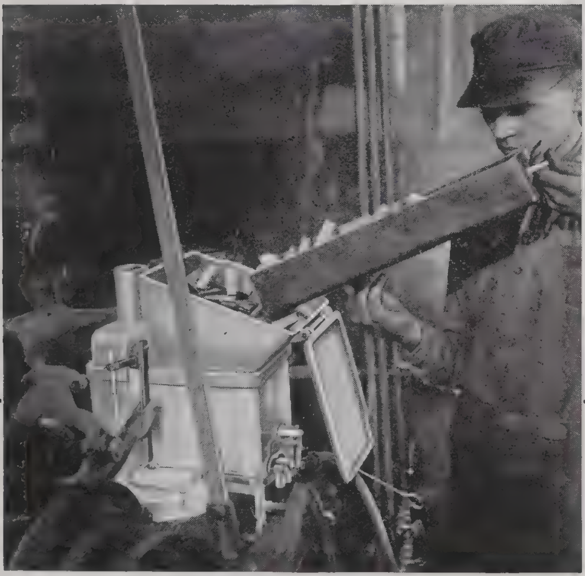
American Type Founders Company

SELLING AGENT FOR BOSTON STITCHERS



Write to our nearest Selling House for Quotations

SET IN MEMBERS OF THE CLOISTER FAMILY TEAGUE BORDERS



Why "Pig" Metal?

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

BETTER SERVICE—FOR YOUR SUBSCRIBERS

Give 100% service to your subscribers and decrease your operating expense.

The **Typaddresser**, an electric mailing machine, assures speed and accuracy.

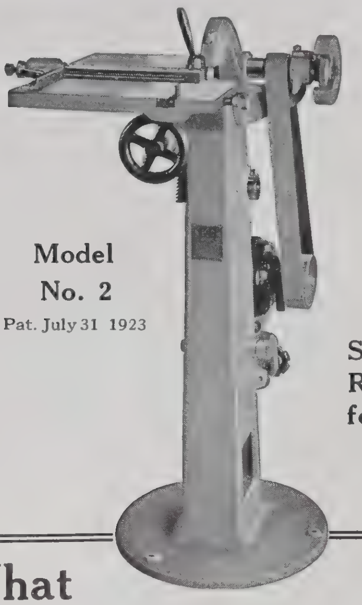
Prints direct from *linotype slugs* on the wrapper or margin of the paper.

Prints through a ribbon making uniform and legible addresses.

Requires no preparation work and does not require skilled operators.

Write today for particulars about Typaddresser and how it can decrease your operating expense.

THE TYPADDRESSER CO.
OMAHA, NEBR.



Model
No. 2
Pat. July 31 1923

Shipped
Ready
for Use

What Do You Expect in a Saw and Mitering Machine?

—Speed —Safety —Economy
—Ease and Certainty of Operation
—Long Usefulness

SPEED — So there will be no delays, wasting time and interrupting work; no line of compositors waiting their turn at the saw.

SAFETY — That there be no mutilated fingers, the temporary loss of a workman and perhaps damages to be paid.

ECONOMY — Both of purchase price and upkeep and of operation.

EASE AND CERTAINTY — So simple anyone can operate it at once. So sure that work never slips; the gauge is always exactly to points; no spoiled work.

LONG USEFULNESS — A saw that will last indefinitely **without repairs** — that maintains its power and rigidity; that does as good work after years of use as it did when new.

All of these features are found only in the

C&G TRIMMITER

AND THE PRICE! — Lower than any other saw on the market, regardless of utility. Made in three models for different uses — all better and cheaper than any other made. Ask us to prove it! Put alongside another make and see which one compositors use.

Of Course You Ought To Own One

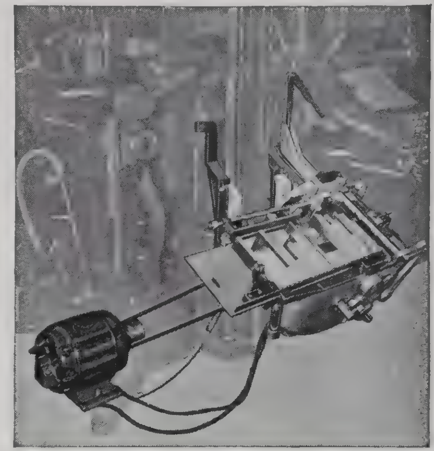
You **will** own one if you will allow us to demonstrate its usefulness — its money and time saving features. For full information, prices and our very easy terms, write to

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street Chicago

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 38)



MILLER SLUGOTYPE SAW

MILLER SLUGOTYPE SAW.—Introduced by the Miller Saw-Trimmer Company, Pittsburgh, Pa., is a new attachment for typesetting machines of the line-casting type, such as Linotype, Intertype and Linograph. This device automatically cuts and trims slugs without burr, ready for make-up, to any desired length from four ems to thirty ems inclusive, gauged in an instant to picas, half picas or any odd length. The machine is very attractive in design and compact, and also simple to attach without machine work. A feature is its perfect handling of slugs set with initial letters or any overhanging characters. Bleeding of lines is eliminated and butted matter perfectly dovetailed. Liner changes on machines are eliminated by the device. A saw which readily resharpens and extra sawhead is included. Saw chamber is tightly enclosed, and waste dropped into a box below. Illustrated literature on the Miller Slugotype Saw is now available from the company.

A Wise Old Owl lived in an oak
The more he saw the less he spoke,
The less he spoke the more he heard;
Why can't we all be like that bird?

E. G. MYERS has recently joined the Miller Saw-Trimmer organization in a sales capacity, assigned for the present to the Southeast Atlantic Coast territory. He was for many years with the Mergenthaler Linotype Company, both in Chicago and New York. Recently Mr. Myers was manager of the mechanical properties of the Trade Press Publishing Company, and also occupied other responsible positions in Milwaukee. He organized and was the first president of the Milwaukee Club of Printing House Craftsmen.

"The Song the Reformers Sing Seems to Be Made Up Wholly of Refrains"—ED. KRATSCH

ROBERT O. BALLOU, editor of *Ben Franklin Monthly,* Chicago, for two years, announces his resignation, coincident with the transfer of the Ben Franklin interests to Charles C. Walden, Jr. and Stanton Mott of New York City, owners of *Printing.* Mr. Ballou has begun publication of a book by Douglas McMurtrie reviewing modern type design in America, and also a book by John W. Grimes, columnist of the Rockford, (Ill.) *Republic.* Mr. Ballou has not yet announced permanent plans for the future.

Married Men Are Like Fords; You Can Tell Them by Their Clutch"— JIM LARKIN

A PULITZER PHILOSOPHY—Duplex Printing Press Co., Battle Creek, has just issued a blotter with the following: "The late Joseph Pulitzer (New York *World*) was a go-getter if there ever was one. When he bought his newspaper in New York, with hardly any circulation, he immediately ordered the biggest, most powerful presses that any New York newspaper ever had. "'Why, Joseph?' his wife asked. 'You don't need so many presses now.' "'No,' replied Pulitzer, 'but I have *got* to need them. If I don't need them, I am a failure.'"

Good Steering, Not Brakes, Is Best on Slippery Roads

THE LINOGRAPH COMPANY announces a change of location of its eastern office from the temporary quarters at rooms 2401-2402, No. 15 Park Row, New York City, to Rooms 1612-13-14-15 in the same building. This gives adequate space to display machines. At the present time one of the new All Purpose Model 12's and Model 3 Linograph are being shown. W. W. Pinkerton has been appointed manager of this office, as was announced in *"NPJ"* last month.

(TURN TO PAGE 42)

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

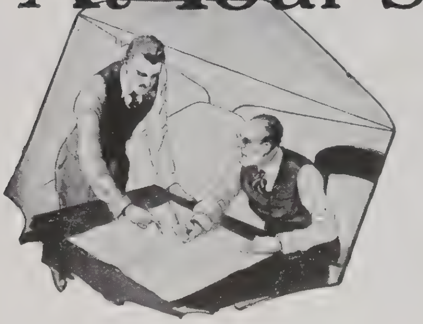
IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

At Your Service



585
Styles and Sizes

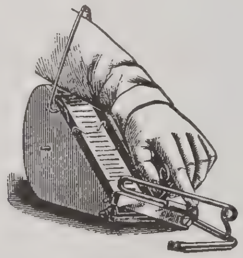
Always in stock to help solve your *every* envelope problem

GET it firmly in mind that Western States Service is more complete and all-inclusive than any single source of envelopes with which you have ever dealt. The special shapes and sizes that mean so much to distinctive jobs, but which you have side-stepped as trouble-makers—these you will probably find right here all made, ready for instant shipment.

Think of 585 sizes and styles including staple and what-used-to-be special—*ten million of them*—waiting only your order for immediate delivery.

That's service—and its story is all boiled down for quick reference in our newest price list No. 26. *Send for it.*

W Notched Under Flap Reg. U.S. Trade Mark
We Protect the Trade
Western States Envelope Co. Milwaukee Wisconsin
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers



THE ROBERT DICK
MAILER

- Reduces mailing expense
- Efficient
- Light
- Inexpensive
- Addresses (expert) 8,556 an hour
- Beats them all
- Leads, others follow
- Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST BUFFALO, N. Y.

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 40)

A. E. WOLF, prominent in educational circles and formerly superintendent of schools in Western Itaska County, Minn., has purchased the *Itaska News*, a weekly at Deer River, Minn., of M. J. Taylor. Mr. Wolf is a big man in a little town. He has already become a leader in the civic life of the community.

The Pick-Up-Pins Economist Occasionally Steps on His Own Whiskers

JACKIE COOGAN AT THE LINOTYPE — Jackie Coogan, world famous child movie star of the Metro Pictures Corporation, sets a few lines on one of the Model 8 Linotypes in the plant of the Pictorial Review, New York City. By the way: Did you see the story in the latest *Linotype News* about the Brandon (Miss.) *News*, in a town of 800, off the railroad? We congratulate Publisher L. G. Agaard, known to all his friends as "Skipper", on the remarkable achievement he has made against greatest odds in printing-journalism. Arriving two years ago with nothing, he owns a fine home and a substantial interest in the news and job office and has earned the respect and admiration of his community.

JACKIE COOGAN, OPERATOR

Red Tape Makes Red Figures

THE AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.— The maker of Eagle-A Papers, has placed its advertising account with Daniel E. Paris, 80 Boyleston St., Boston, who it will be remembered was long associated with the Hampshire Paper Company as advertising and sales promotion manager. The character and scope of the campaign has been planned and laid out by Fred Webster, Manager of sales promotion for the Eagle-A organization. A national campaign is contemplated, and space is scheduled in the major publications reaching business executives.

THE Miller Saw-Trimmer Co., Pittsburgh, announces the appointment of William F. Boyer representative in the New England territory with headquarters at the Boston Branch Office, 191 High St. Mr. Boyer is well and favorably known to the trade throughout New England, having traveled that territory March 1921 to July 1923 in the interests of the Cleveland Folding Machine Company. Prior to joining the Cleveland organization, Mr. Boyer served several years as a lieutenant in the navy, being a graduate of the Annapolis Naval Academy. His many friends among the trade will be pleased to learn of his new connection in the important field he occupies.

W. F. BOYER

WOOD AND STEEL FURNITURE FOR PRINTERS

INCLUDING

CUT-COST EQUIPMENTS

Made by THE HAMILTON MANUFACTURING COMPANY

CARRIED IN STOCK AT ALL OUR SELLING HOUSES FOR PROMPT SERVICE

AMERICAN TYPE FOUNDERS COMPANY

There's Money in the Melting Pot

Whether you are able to claim it or not depends upon you and the kind of metal pot you are using on your slug casting machine or on your Monotype caster.

FORTIFIED Interchangeable Electric Metal Pots

occupy the same place in melting pots as machine composition occupies in the type-setting field.

- save money by saving time
- reduce overhead by increasing output
- gives the operator as high as 25% more time to devote to other duties.
- conserves health by eliminating entirely the poisonous gas fumes

HANDY HELPER
for
COMPOSING MACHINE OPERATORS

FORTIFIED MFG. CO.
KANSAS CITY, MO.

You are paying for a Fortified Interchangeable Electric Pot whether you own it or not. With a Fortified Pot you are enabled to take money from the pot instead of wasting it in the older and less efficient metal pot.

contains valuable information about how to adjust machine troubles, metals, formulaes, "toners", a wealth of facts and figures that will reduce your labor and increase your output.

This book is free upon request to

FORTIFIED MANUFACTURING CO.
14th & Agnes Avenue Kansas City, Mo.

"Fortified Means Satisfied"

Shall We Allow Printers to Progress?

Shall we insist upon forcing them to peep through the narrow slit limited by the customer's specifications?

Is there a way to place a print shop on a better paying basis?

Standards of living move upward — shall the printer and his family share in this better living?

The answers to these and other worrying questions are contained in one of the most straight forward, common sense articles ever appearing in

THE PRINTING ART

Besides, there are other stirring appeals to your ambition in the April number—a total of 100 pages of brain food.

By sending 40c (45c in Canada) for this April number you will solve some of those problems which cause gray hair and sleepless nights.

Address Dept. C

The Printing Art
Cambridge, Massachusetts

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings—Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street **Chicago**
Canadian Factory: 81 Duchess St., Toronto

ENGRAVOGRAPHIA
Steel Die and Copper Plate Printing

Steel
and
Copper Plate
Engraving
and Printing
to the
Trade

Prompt Service

The American Embossing Co.,
192-96 Seneca Street
BUFFALO, N. Y.

Association Elections

Ontario Provincial Daily Newspaper Association—President, W. L. Agnew, St. Thomas; vice-president, W. H. Motz, Kitchener; secretary, T. H. Kay, Kitchener.

Vermont Press Association—President, Frank T. Parsons, News, Northfield; secretary-treasurer, Miss Mary Priest, Randolph; vice-presidents, William H. Wheeler, Vergennes; C. S. Bennett, Manchester; J. A. Appelt, Hardwick; E. L. Morin, News, Burlington; Harry W. Osborne, Island Pond; J. H. Thomson, Swanton; Arthur B. Limoge, Morrisville; Sara A. Parker, Bradford; E. F. Humphrey, Newport; G. L. Kirk, Rutland; Dean H. Perry, Barre; Paul Belknap, Bellows Falls; W. H. Moore, Woodstock.

Republican Editorial Association of Missouri—President, Cliff Harrison, Boonville; secretary-treasurer, Charles W. Frear, Joplin; recording secretary, D. C. Simons, Grant City.

Iowa Daily Press Association—President, J. F. D. Aue, Burlington (Ia.) Hawkeye; secretary-treasurer, S. E. Carrell, Keokuk Gate City; advertising committee: Robert R. O'Brien, chairman, Council Bluffs Nonpareil; F. W. Woodward, Dubuque Telegraph-Herald; Frank D. Throop, Davenport Democrat; Eugene Kelly, Sioux City Tribune; George F. Thayer, Marshalltown Times-Republican; Lafe Young, Jr., Des Moines Capital; H. T. Watts, Des Moines Register-Tribune, and J. F. D. Aue.

South Dakota Press Association—President, John H. Craig, Tripp Ledger; vice-president, Paul Dutcher, Brookings Register; secretary-treasurer, J. F. Halladay, Iroquis Chief.

North Carolina Press Association—President, Charles A. Webb, Asheville Citizen; vice-presidents, A. C. Huneycutt, Stanley News-Herald; H. Galt Braxton, Kinston Free Press; Mrs. T. J. Lassiter, Smithfield Herald; secretary-treasurer, Beatrice Cobb, Morganton News-Herald; historian, M. L. Shipman, Brevard News.

Colorado Editorial Association—President, Patrick Burns, Pueblo Indicator; vice-president, John N. Greene, Farm News, Colorado Springs; secretary, George T. Haubrich, Intermountain Press and Printer, Denver.

Associated Ohio Dailies—R. C. Snyder, Norwalk Reflector-Herald, president; E. E. Cook, Scripps-Howard League, and George Taylor, Portsmouth Times, vice-presidents; Alfred Haswell, Bowling Green Sentinel-Tribune, treasurer; and Osman C. Hooper, O. S. U. department of journalism, secretary.

Pennsylvania State Editorial Association—Howard M. Page, Philadelphia, president; Joseph F. Biddle, Huntingdon, first vice-president; Paul R. Everly, Bloomsburg, second vice-president; Frederick A. Godcharles, Milton, third vice-president; J. H. Zerbey, Jr., Pottsville, secretary; D. M. Cresswell, state college, assistant secretary; Marion S. Schoch, Selinsgrove, treasurer.

Pennsylvania Associated Dailies—John L. Stewart, Washington, Pa., president; William L. McLean, Jr., Philadelphia, first vice-president; Henry L. Johnston, Altoona, second vice-president; W. L. Binder, Pottstown, treasurer, and Wilmer Crow, Harrisburg, secretary.

Pennsylvania Weekly Newspaper Association—C. B. Spatz, Boyertown, president; Charles M. Meredith, Quakertown, vice-president, and Howard Reynolds, Quarryville, secretary and treasurer.

MANUFACTURERS; SERVICES; DISTRIBUTORS

American Writing Paper Co.—Issues printing sheet showing changes in primary lines made since "Handbook of Quality Standards" was published, for insert in the book.

Chicago Paper Co.—Newest brochure—"Forty Vital Messages on Foldwell."

Intertype Corporation—January sales officially reported exceeding any previous January, and February also a big month.

Linotype Bulletin—February issue beautifully the new housing program for employes, devised by the shop committee.

Marvellum Co., Holyoke, Mass.—New booklet, "Marvelluster, the Gorgeous Paper."

Mergenthaler Linotype Co.—Latest bulletin shows thirty-four more newspaper installations, each from one to three or more machines.

C. C. Willings, Vice-president, Intertype—Spending a vacation in the South, returning April 7.

Haynes & Kinder, Chicago, Ill. (indoor and outdoor dealer help material)—Nathan Cohn appointed sales manager.

Dexter Folder Co.—Geo. C. Cole to represent company throughout Maryland, Virginia and adjacent states.

Charles Porter Soule, general western manager, American Type Founders Co., passed away March 7.

Cline Electric Mfg. Co., Chicago—Opens western office in First National Bank Bldg., San Francisco.

◆

Readers Write News—The Cedar County (Neb.) *News*, J. P. O'Furey, publisher, is reporting gratifying returns from a plan of paying a dollar each week for the best news story submitted in writing by its readers, uncovering a lot of good news, and not a little latent news writing ability.

Eliminates Free Stuff—The Milbank (S. D.) *Review* has notified churches schools, lodges, etc., that all press notices for parties, meetings and socials where the organization makes a charge to guests, will cost 1 cent a word c. o. d., or 2 cents a word charged.

Leap Year Stunt—The DeSmet (S. D.) *News* published a Leap Year Edition February 29, and offered a year's subscription for the first correct answer as to the next time it would have to publish five issues in February again.

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH

CLEVELAND
DETROIT
CHICAGO
CINCINNATI

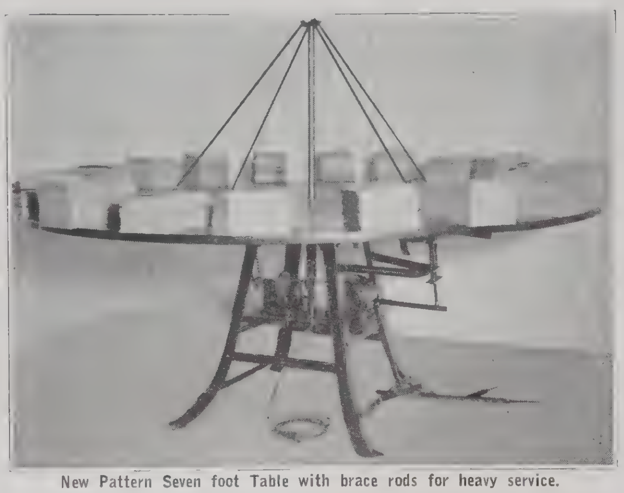
ST. LOUIS
MINNEAPOLIS
KANSAS CITY
DENVER

LOS ANGELES
SAN FRANCISCO
PORTLAND
SPOKANE

MILWAUKEE WINNIPEG

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Challenge Mach'y Co. Products
Lee Two-Revolution Press
Type, Borders & Ornaments
Metal Leads & Slugs
Brass Rule & Metal Furniture
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galleys, Brass and Steel
Run-Easy Tape Couplers

Efficiency Gathering Table
Variable Speed—Two to Six Revolutions Per Minute
Time and Labor Saving Device for Gathering Book Sections or Single Sheets



New Pattern Seven foot Table with brace rods for heavy service.

There are two standard sizes of table tops. The smaller is 42 inches in diameter, supplied with slip-in sections, extending the top to 5 feet in diameter.

The larger size has a seven foot solid top. This top is supplied with four brace rods suspended from the top of the driving shaft, passing through the table top and angle iron support arms underneath table top, which enables table to carry over a half ton of paper if necessary.

The Efficiency Gathering or Assembling Table has a round top driven by a motor, worm gear and a friction disk. Entire load carried on ball bearings. It can be run at various speeds, from two to six revolutions per minute, according to the work in hand and the speed of the operators. The changing of the speed takes but a few moments and requires only the shifting of the friction wheel on the friction disk. Strong and durable. Two hundred pound man can climb on table without fear of tipping.

Three Styles—Prices $225 to $285 F. O. B. Chicago

THE EFFICIENCY BINDERY TABLE COMPANY
General Office 12130 Eggleston Ave., Chicago.

HELPING HANDS

More and more successful publishers are coming to use features and stunts to build better newspapers.

Our Circulation Building Campaigns, which are "self-financing" and personally conducted from start to finish, will accomplish results in a few short weeks that ordinarily would require months, even years, by any other known method.

And, what's more, after paying all expenses of such a campaign, including our commission, we leave the publisher with from $2,000 to $5,000 NET CASH PROFIT.

Weekly newspapers in good county seat towns especially solicited. 15 campaigns now going in west, middle west and south. Few open dates left for immediate action.

For general outline of plan, list of recent successes, references, etc., write or wire

THE LINER SERVICE COMPANY
(S. J. Liner and Associates)
919 Rush Street Chicago
"Clean Clever Campaigns"

Newspapermen's Ad-Pad

American Writing Paper Co., Holyoke, Mass. (Eagle-A papers)—Appointed Daniel E. Paris agency, Boston.

Apco Mfg. Co., Providence, R. I. (Apco shock absorber)—Robert Williams appointed sales manager.

Apperson Motor Car Co., Kokomo, Ind.—Gardner Advertising Co., Chicago office, named agency.

Ashland Fire Brick Co., Ashland, Ohio—Advertising account placed with The Powers-House Co., Cleveland.

Barcalo Mfg. Co., Buffalo, N. Y. (beds, springs, mattresses, baby cribs and bassinets)—Advertising account placed with Walz-Weinstock, Inc.

Better Tires Co., Chicago, Ill.—O. W. Goess appointed sales and advertising manager.

Campbell-Ewald Co., Detroit, Mich.—Joseph L. Hardig appointed assistant general manager.

Columbia Phonograph Co., Inc., New York, N. Y.—W. C. Fuhri appointed vice-president and general sales manager.

Columbus Varnish Co., Columbus, O. (furniture, architectural coach and automobile varnishes)—Advertising account placed with John S. King Co., Cleveland.

Curtis Companies, Inc., Clinton, Ia. (Curtis woodwork)—Advertising account placed with Geo. Batten Co., Inc., Chicago.

Edral Co., Cincinnati, O. (Py-Mas-Cide tooth paste and tooth brushes)—Appointed the Prather-Allen Advertising Co., to direct advertising.

Elliott Addressing Machine Co., Cambridge, Mass.—Derby Brown named advertising manager.

Endazoin Co., Inc., New York—Advertising account placed with Chas. C. Green Advertising Agency, New York.

Albert Frank & Co., Inc., New York—Paul Harold placed in charge.

Gardner Advertising Agency, Chicago, Ill.—Howard L. Spohn appointed vice-president.

Gardner Advertising Co., St. Louis—Opened Chicago office, H. L. Spohn in charge.

Goodman & Suss Co., Rochester, N. Y. (men's clothing)—advertising account placed with Frank Presbrey Co., New York.

Robert Graves Co., New York (wall paper)—Advertising account placed with Frank Presbrey Co., Inc., New York.

Charles C. Green Advertising Agency, Inc.—Moved from 15 W. 37th St., to 450 Fourth Ave., New York.

Haynes Automobile Co., Kokomo, Ind.—Fred S. Tuerk appointed advertising and sales promotion manager.

Hewes & Potter, Boston, Mass. (Spur ties, Bull-Dog suspenders, garters, belts, Vestoff suspenders)—Plan newspaper campaign in 125 cities.

Ingersoll Redipoint Co., St. Paul, Minn. (automatic pencil)—Appointed Williams & Cunnyngham, Inc., Chicago, Ill., to direct advertising.

Intermountain Advertising Agency, Inc.—Newly organized; President, Weir Casady; secretary-treasurer, Ralph Kreutzberger.

Jean Jordeau, Inc., South Orange, N. J. (Zip)—Plan big advertising campaign for new deodorant "Abscent."

Keystone Macaroni Mfg. Co., Lebanon, Pa.—Advertising account placed with The Richard A. Foley Advertising Agency, Inc., Philadelphia.

Liggett & Meyers Tobacco Co., New York—Appointed Newell-Emmett Co., Inc., to handle advertising of Velvet smoking tobacco.

Lionel Corp., New York, N. Y. (Lionel toy electric trains and accessories)—advertising account placed with The Geo. L. Dyer Co.

Mansfield Tire & Rubber Co., Mansfield, O.—G. C. Jefferson becomes advertising manager.

Marvel Equipment Co., Cleveland, O. (oil, grease, and gasoline dispensing equipment)—Advertising account placed with H. K. McCann Co., Cleveland.

Albert Miller & Co., Chicago, Ill.—Advertising account placed with Mason-Warner Co., Inc., Chicago, Ill.

Moon Motor Car Co., St. Louis, Mo.—St. Louis office of Geo. L. Dyer Co., New York advertising agency appointed to direct advertising.

Odol Chemical Corp., New York, N. Y. (liquid dentifrice)—George Batten Co., New York, appointed advertising counsel.

Peerless Motor Car Co., Cleveland, O.—Appoints Sweeney & James Co., Cleveland, agency.

Pennsylvania Cement Co., New York, N. Y.—Advertising account placed with Charles W. Hoyt Co., Inc.

Pioneer Products Co., Dayton O.—Advertising account placed with Ruthrauff & Ryan, Inc., Chicago office.

Postum Cereal Co., Inc., New York—G. W. Williams appointed advertising manager.

Remington-Noiseless Typewriter Corp., New York, N. Y.—Advertising account directed by New York office of The Caples Co., Inc.

Republic Motor Truck Co., Alma, Mich.—Advertising account placed with Gardner Advertising Co., St. Louis, Mo.

Smith Bros., Poughkeepsie, N. Y. (S. B. cough drops)—Advertising account placed with Harry C. Michaels Co., New York.

Samstag & Hilder Bros., New York (Fashionette hair nets and Colonial Quality Notions)—Advertising account placed with Harry C. Michaels Co., New York.

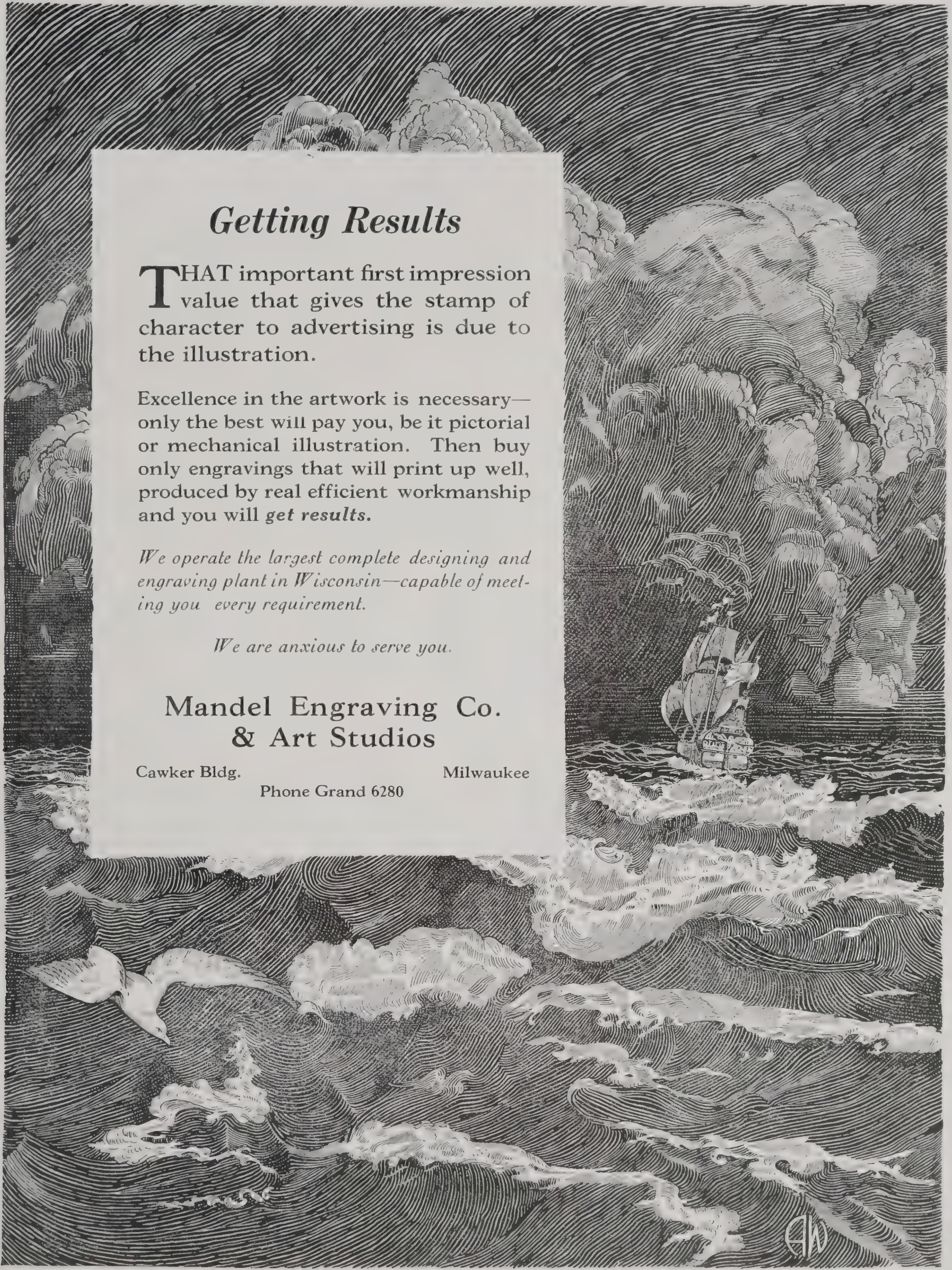
Sunbeam Chemical Co., Chicago (Rit)—J. Roland Kay Co., Chicago named agency.

Uncle Sam Breakfast Food Co., Omaha, Neb. (Uncle Sam health food and O-Kay Bran Flakes)—Application made for registration of trademark "O-Kay."

Velie Motors Corp., Moline, Ill.—A. F. McCrea appointed advertising manager.

Wilcox & Gibbs Sewing Machine Co., New York, N. Y.—Appointed Harry C. Michaels Co., to direct account.

Woodall & Amesbury Advertising Agency, Minneapolis, Minn.—Interest of Allen E. Woodall sold.



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

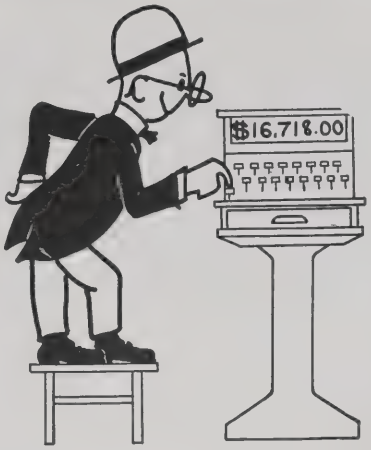
Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting you every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280



RING UP PROFITS

—Brayton Syndicate Salesmanship Clubs and Circulation Campaigns rang up profits for more than 75 publishers during 1923, ranging from $6,000 for small weekly papers to $16,718.00 for county seat publications.

—Ours is a distinctive, snappy service that reaches the entire trade territory at once speaking—increases circulation by leaps and bounds—and puts the entire list on a strictly cash-in-advance basis in six weeks' time.

—Our Salesmanship Clubs are SELF-FINANCING and personally conducted from start to finish, on commission basis. They embody the competitive idea but are on a much higher plan than the ordinary contract and get correspondingly BIGGER RESULTS.

—Write or wire for information about "CIRCULATION CAMPAIGNS THAT PAY."

NOW BOOKING FOR APRIL

——**12 Campaigns in progress now**——

THE BRAYTON SYNDICATE

The Old Reliable . . . 21st year . . . 1903-1924

225 Oxford Building,
Washington, D. C.

Suite 510—
17 N. LaSalle St.
Chicago, Ill.

In Detroit —

the splendid staffs of the News and Free Press are on the job every minute helping to keep over a million citizens of this thriving automobile manufacturing center of America informed on international daily happenings.

We feel a certain sense of pride and responsibility in being selected by publishers of two of Detroit's excellent newspapers to supply an important item necessary to their publication. That item is

Imperial
METAL
LINOTYPE–MONOTYPE–INTERTYPE–STEREOTYPE

Imperial Type Metal Company
Philadelphia Cleveland Detroit

Books for Printer-Journalists

REVIEWED BY CHESTER DUCLOE

NEWSPAPER MAKE-UP AND HEADLINES, by Norman J. Radder. (McGraw-Hill Book Co., Inc., New York.) Most editors of small dailies and weeklies would like to improve the appearance of their papers. But a great number of them never do, because they find it difficult to begin. Another group of editors seem unaware of the poor appearance of their papers. "Newspaper Make-up and Headlines," by Norman J. Radder, formerly on the copy desk of the New York Times and now associate professor of Journalism, Indiana university, is a practical hand book dealing with the fundamentals of good newspaper typography and make-up. It is intended as a manual for newspaper men and as a text for students of journalism. Some of the chapters treat of reading copy, how the headline is built, essential elements of the headlines, types of news and feature headlines, proofreading, headline and body type, and make-up.

Perhaps the most valuable section of the book for the country editor is the last chapter, which deals with newspaper make-up. It calls attention to the prevalent lack of desirable make-up in small papers and tells how to go about improving the looks of the paper. Make-up of the front page and editorial page receive special attention. Arrangement of ads is dealt with very comprehensively.

The book is straightforward and free from impractical suggestions. For every point made there is one or more illustrations, taken from papers that have used the plans successfully. Opinions of nationally known typographical authorities are given concerning particular phases of newspaper typography.

Other parts of the book especially profitable for the editor of a small paper are those on news and feature headlines, headlines schedules, jump heads, and make-up from the "dummy." An appendix includes a list of typographical terms, a style sheet and names of books on libel.

HOW TO MAKE CLASSIFIED ADS PAY, by R. E. Seiler and C. W. Horn; Classified Advertising Department, Los Angeles (Calif.) Examiner.—The object of this book is to present the "fundamentals of classified ads with suggestions on how to write them to bring best results." It provides copy outlines and actual examples of effective classified ads. While intended for advertisers, this book would be very helpful to any paper wishing to increase the amount and effectiveness of its classified ads. Chapters six to eight, inclusive, are fine examples of "selling" the newspaper to advertisers.

◆

PRINTER-JOURNALIST ASSOCIATION DATES

April

Southeastern Master Printers' Federation, Louisville, Ky., 15-16.

Paper Industries Exposition, New York, N. Y.; week of April 7.

Florida State Press Association—Cocoa, 17-19.

May

National Editorial Association, convention and trip through Oklahoma and New Mexico begins May 18, Kansas City, Mo.

Minnesota Editors' Short Course, 8-10, University Farm, St. Paul, Minn.

Association of National Advertisers, 26-28, Cleveland, O.

June

American Association of Agricultural College Editors, Brookings, S. D.

Alabama Press Association, 12-14, Florence.

Canadian Weekly Newspapers Association, Toronto, 5-7.

Association of Newspaper Advertising Executives and Association of Newspaper Classified Advertising Managers' Association, 9-12, Columbus, O.

Central States Circulation Managers' Association, 9, Louisville, Ky.

Texas Press Association, 17-19, Amarillo, Tex.

National Assn. of Employing Lithographers, 3-5, Del Monte, Calif.

International Circulation Managers' Association, Louisville, Ky.

July

Colorado Editorial Association, 18-19, Boulder, Colo.

Associated Advertising Clubs of the World, 14-19, London.

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.

North Dakota Press Association, 8-9, Grand Forks.

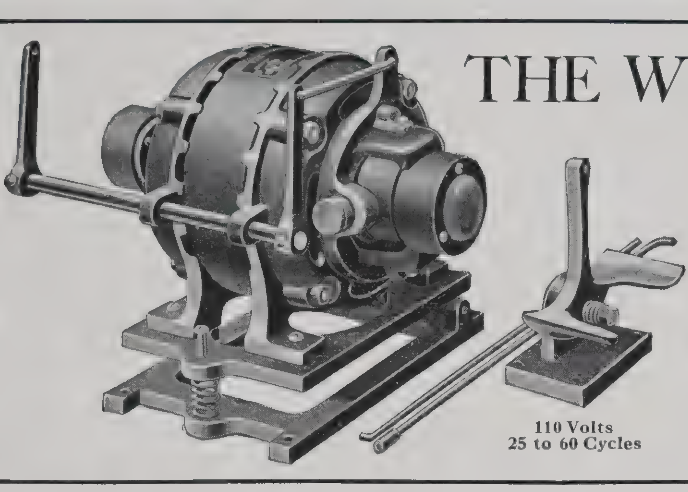
October

United Typothetae of America, 15-18, Chicago.

Texas Circulation Managers' Association, Dallas.

International Direct Mail Advertising Association, 29-31, Pittsburg.

STATEMENT of ownership, National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of April 1st, 1924. Management: Publisher, H. A. Apple, 790 Farwell Ave.; Editor, H. A. Apple, 790 Farwell Ave.; Managing Editor, John L. Meyer, 2512 Wells St.; Business Manager, P. C. Treviranus, 740 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave. Ownership, Trade Press Publishing Co., Inc. List of Stockholders holding 1% or more: H. A. Apple, 790 Farwell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farwell Ave., Milwaukee, Wis; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C. Treviranus, 740 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgages, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 21st day of March, 1924. B. H. Boettcher, Notary Public. My commission expires March 20, 1927.



110 Volts
25 to 60 Cycles

THE WARNER VARIABLE SPEED ALTERNATING CURRENT MOTOR
for JOB PRESSES

Motors are equipped with double row self-aligning, Ball Bearings. You want a motor that will give the least possible trouble. **WE HAVE IT**

Bearings will run at least three years before re-oiling is necessary. Brushes are long life. Printers are getting over a year's run on an average on one set of brushes.

Stop, start, decrease or increase speed with the foot. Your hands have enough work to do, let your foot do a little of it. Satisfaction guaranteed or money refunded.

WARNER MOTOR MFG. CO.
410 East Ransom Street, KALAMAZOO, MICH.

Throw Away Your Glue Pot!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

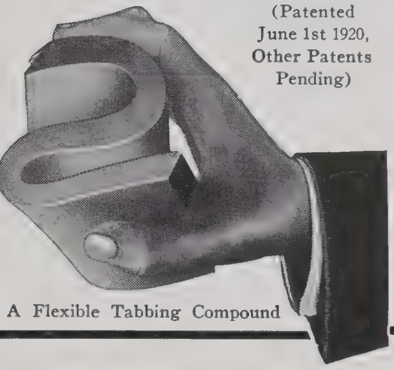
NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented
June 1st 1920,
Other Patents
Pending)



A Flexible Tabbing Compound

Service

"I had six honest, serving men;
*(They taught me **all I knew**):*
*Their names are **WHAT** and **WHY** and **WHEN**,*
*and **HOW** and **WHERE** and **WHO**."*
Kipling

WHAT was the Declaration of London?
WHY does the date for Easter vary?
WHEN was the great pyramid of Cheops built?
HOW can you distinguish a malarial mosquito?
WHERE is Canberra? Zeebrugge?
WHO was the Millboy of the Slashes?

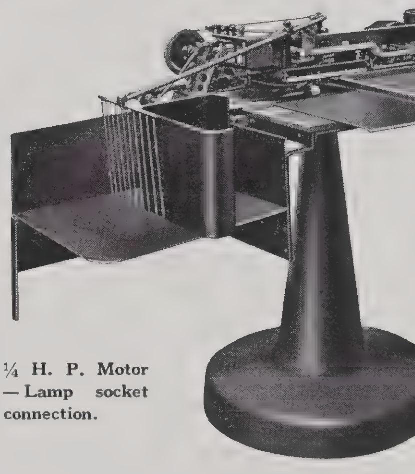
Are these "six men" serving you too? Give them an opportunity by placing

Webster's New International Dictionary

in your school, home, office, club, library. This "Supreme Authority" in all knowledge offers *service*, immediate, constant, lasting, trustworthy. Answers all kinds of questions. A century of developing, enlarging, and perfecting under exacting care and highest scholarship insures accuracy, completeness, compactness, authority.

Write for a sample page of the New Words, specimen of Regular and India Papers, also booklet "You are the Jury," prices, etc. To those naming National Printer-Journalist we will send *free* a set of Pocket Maps.

G. & C. MERRIAM COMPANY
Springfield, Mass., U. S. A. Est. 1831.



Finished in black enamel, polished aluminum and nickel plate.

Weight, 390 lbs. Diameter Pedestal 28 in.

Length, 43 in. — over all, 78 in.

Width, 40 in.

Height, 44 in.

¼ H. P. Motor — Lamp socket connection.

The West Sealer Seals
20,000 Broadsides in 8 Hours

The machine cuts out the stickers, seals the broadsides and stacks them neatly. An inexperienced boy or girl can operate the machine.

All parts extra heavy. Wearing parts of specially hardened steel. Bearings provided with oil cups. Belt driven—fool proof.

Write today for price and samples of work.

WEST MANUFACTURING CO.
92 SECOND STREET MILWAUKEE, WIS.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

Largest Independent Makers of

Metal Type *and* Wood Type

Empire Type Foundry

Delavan, N. Y. Buffalo, N. Y.

More than 3,000 Stock Electrotypes for quick shipment
Sole selling agent The Linowriter—a typewriter with a composing machine keyboard

Wilkes TYPE METALS

WERE THE CHOICE of hundreds of highest grade printers during 1923. The list of users of Wilkes Metals looks like the blue book of the printing trades.

Unequaled Purity, Uniformity and Low Working Temperatures have caused substantial reductions in metal charges with corresponding betterment of results. Send for Wilkes Type Primer and learn all the reasons why.

Cast Quality Face, Body and Plates.

METALS REFINING COMPANY
HAMMOND, IND.

Convenient Warehouses
Quick Deliveries

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

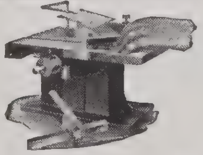
to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery.

485 BROADWAY, MILWAUKEE, WISCONSIN



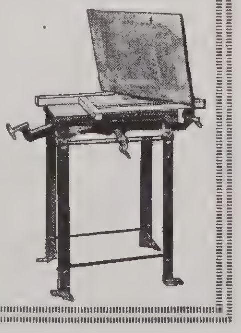
THE MARVEL-O
ALL METAL PRINTERS BENCH SAW
Price Complete $34.50
Saws, Miters—Guaranteed
A ¼ h. p. motor will operate saw to capacity

THE EAS-O MAT MAKER
Makes Mats Of Standing Type Forms
Price Complete $37.50

This will help you cut down composition costs and put your type back into your cases for other use.

Will Pay for Itself in a Few Weeks.
Sold on Monthly Payment Plan if desired.
We Manufacture the Simpl-O Caster—
Price $72.50 Complete
Write for Literature.

SIMPL-O CASTER CO.
614 Park, Bld., Cleveland, O.



COSTS YOU NOTHING TO
TRY

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.
[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.
[For All Other Standard Boxes]

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
21 William Street New York

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

Reprints of Articles

Appearing in this magazine may be ordered from

The Trade Press Publishing Co.
129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints
1 Page—$ 7.50 first 1000 or less
2 Page—$11.50 first 1000 or less

Quotation for larger quantities on application

"NPJ" Classified Ads

Address all Communications to NATIONAL PRINTER-JOURNALIST, Classified Dept., 129-135 Michigan Street, MILWAUKEE, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

SPECIAL SERVICES

EDITORIAL WRITER wishes to contribute paragraphs and short articles to live paper. Variety of topics, political or general. Perfect copy. Fair price. Exclusive service—no syndicate. Address, E. W., care National Printer-Journalist, Milwaukee, Wis.

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

FOR SALE—MACHINERY

For Sale—Twelve page, Duplex tubular plate press with full stereotyping equipment.
Can be seen running.
Urey Woodson—The Messenger, Owensboro, Ky.

1 — Goss 4, 6, 8 page Comet.
1 — Duplex Angle Bar Press.
For sale. Factory overhauled. Price and terms reasonable.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St., Chicago

Only $4,750.00 for 16 pp. Potter web newspaper press with stereotype equipment, almost new blankets and rollers, all in fine working order. For details, where can be seen, samples of work, etc., wire Baker Sales Co., 200 Fifth Avenue, New York City.

GASOLINE BURNER

"We purchased a PRIMACO BURNER from you in March 1922; since then we have had the burner off three times; would not turn around for the difference in efficiency between it and electric pot."—Wichita County Promoter, Iowa Park, Tex.

"After 14 years of fighting and discouragements with the gasoline burners we are greatly pleased with the PRIMACO."—Skaneateles (N. Y.) Free Press.

THE PRIMACO BURNER

FOR

LINOTYPE — INTERTYPE — LINOGRAPH

is the most reliable gasoline burner ever built for typesetting machines; better now than ever; sold on a 30-day trial period plan; your money promptly refunded if you are not satisfied.

PRINTERS' MATERIAL CO.
MEMPHIS, TENNESSEE

PHENOID INSTANTANEOUS TYPE CLEANER

Test "Instantaneous" on the dirtiest type forms, cuts and fountains in your shop. You'll find it the fastest solvent you have ever used.

Trial Quarts $1.00 Gallons $3.00

CHALMERS CHEMICAL COMPANY
Specialists in Solvents and Detergents for over 20 years
123 Chestnut St. NEWARK, N. J.

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

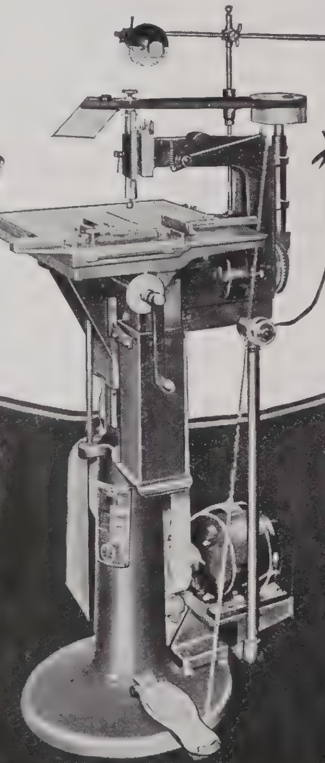
Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

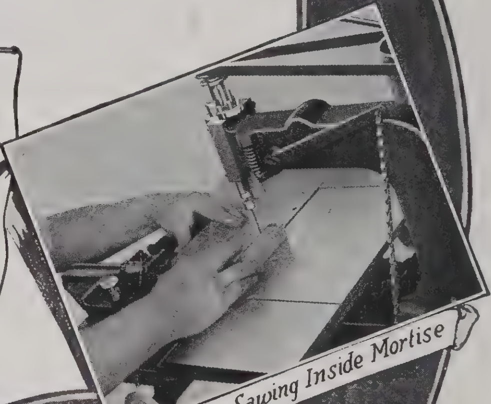
VERSATILITY

MILLER SAW-TRIMMER

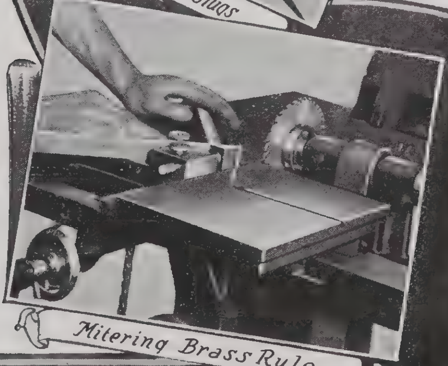
THESE FOUR Miller Saw-Trimmer operating views give you a fair idea of the many ways a MILLER will effect a vast saving of time, labor and money in your shop. They cannot, however, convey to you the unlimited scope ot "Miller Versatility." The Miller Saw-Trimmer Catalogue pictures and describes a score or more additional out-of-the-ordinary cost-lowering operations that are daily putting *extra profits* in the cash drawers of seven thousand users. If you're in business to make money you cannot longer afford to "keep shop" without a MILLER. Write today for the catalogue and particulars regarding our "pay-as-it-saves" plan.

Sawing and Trimming Linotype Slugs

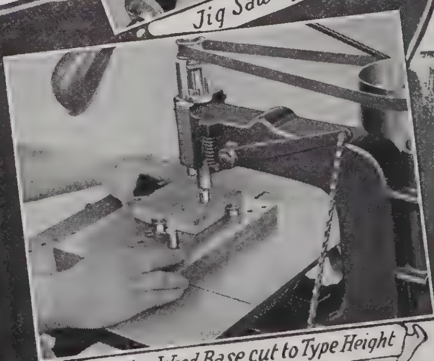




Jig Sawing Inside Mortise



Mitering Brass Rule



Routing Wood Base cut to Type Height

The Miller Saw-Trimmer Co.

2 to 24 Penn Ave. **Pittsburgh, U.S.A.** Point Building

ATLANTA BOSTON CHICAGO DALLAS DETROIT LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO

OLIVER CROMWELL

QUALITY BUILT IN

CROMWELL

Special Prepared

TYMPAN PAPER

A proven product. True in caliper.
A perfect draw sheet. No offsetting.
Saves in make-ready.
Eliminates shrinking and swelling.
It costs more per roll, but less per sheet.

Every roll of Cromwell product is

Unconditionally Guaranteed

Be sure you get THE GENUINE
—it bears our trade-mark

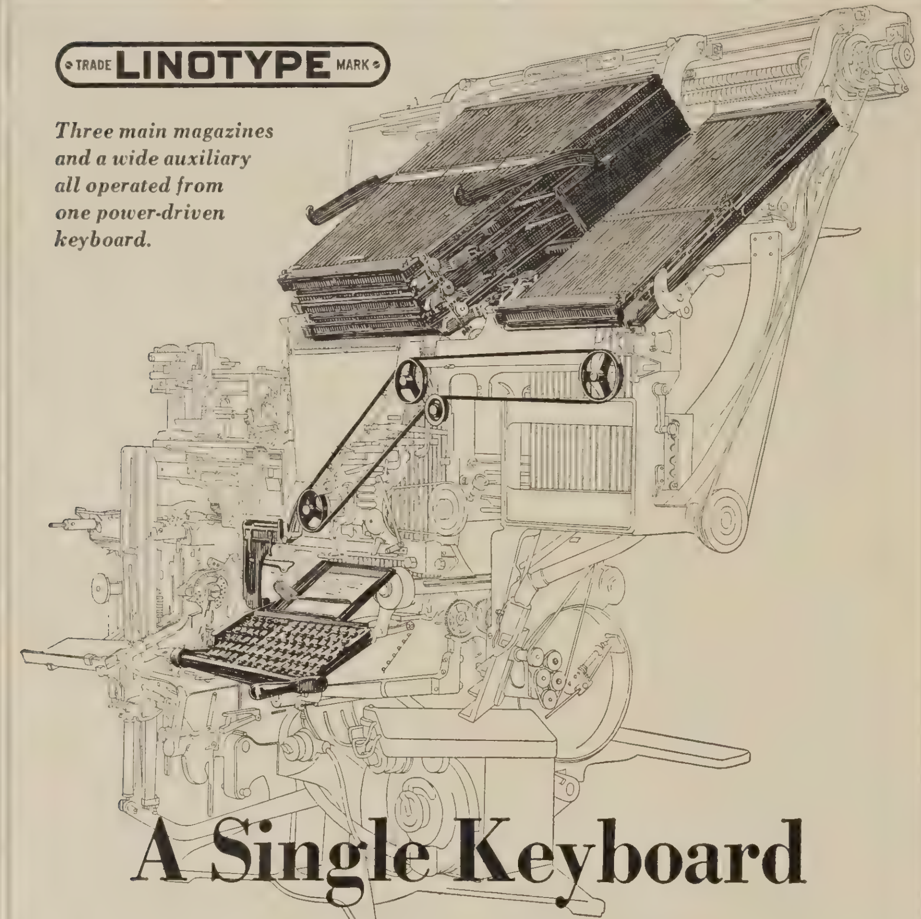
The World's Best and Standard Tympan

MADE BY
THE
CROMWELL PAPER CO.
JASPER PLACE
CHICAGO
U·S·A·

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION

TRADE **LINOTYPE** MARK

Three main magazines and a wide auxiliary all operated from one power-driven keyboard.



A Single Keyboard

for Main and Auxiliary Magazines

To build a Linotype that will do more kinds of work and do more of it in a day.

Linotype engineers solved this problem by increasing the size of the auxiliary magazine and controlling it from the same power-driven keyboard that operates the main magazines.

The prosperity of the Linotype depends inseparably on the prosperity of its users. The Linotype Company has no use for "improvements" that are only for the purpose of selling more machines. It seeks every improvement that will pay the user.

◆

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

SOME *of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:*

- The Circulating Matrix
- The Slug (Complete Line of Type)
- The Spaceband
- The Power-Driven Keyboard
- The Two-Letter Matrix
- The Quick-Change Magazine
- The Auxiliary Magazine
- The Split Magazine
- The Front Removal of Magazines
- The Multiple-Magazine Machine
- The Seventy-two Channel Magazine
- The Display Machine
- The Text-and-Display Machine
- The Multiple Distributor
- The Two-Pitch Distributor Screw
- The Universal Mold
- The Four-Mold Disk
- The Recessed Mold
- The Automatic Font Distinguisher
- The Universal Knife Block
- The Universal Ejector
- The Sorts Stacker and Multiple Sorts Stacker
- The Forty-two-Pica Measure Machine (1897)
- Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Composed entirely on the LINOTYPE *in the Bodoni Series*

NATIONAL PRINTER JOURNALIST

MAY, 1924
Vol. 42. No. 5.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

READERS

"The printed page has become the symbol not only of material progress and achievement, but the guarantee of the spread of information, the quickened mentality. All of these make American ideals and American attained living standards secure in public appreciation and support * * *

"People who read cannot be played upon by the destructive theories which require the credulity of ignorance. People who read cannot be deceived by the positiveness of statement which undisputed seems to carry the conviction of truth which it totally lacks * * *"

—JULIUS H. BARNES,
President, Chamber of Commerce
of the United States

Address in Milwaukee, April 22, 1924.

A Magazine for the Newspaperman
and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879

Does the

PONY AUTOPLATE MACHINE

Make Plates Rapidly?

SCRIPPS-McRAE NEWSPAPERS
FIRST IN NEWS
FIRST IN CIRCULATION
FIRST IN PUBLIC SERVICE
BUSINESS DEPARTMENT

The Akron Press

The Greatest Newspaper in One of Ohio's Greatest Cities

October 13, 1923

Answer: "I have kept an accurate account of our plate production, and here is the record of what a PONY AUTOPLATE MACHINE has done in this office every day this week; it has averaged 58 plates in 45 minutes. One man did everything."

J. J. Metker,
Stereotyper

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

A Complete Composing Room At Your Finger Tips

THE new *All Purpose* Model 12 Linograph is actually a complete composing room in itself. It gives your operator a range of from 5 to 60 point in full fonts direct from the *regular magazines* and from a *standard* 90 *button keyboard layout.* In sizes up to and including 24 point the wide and extended faces may be used. Above 24 point slightly condensed faces can be handled in any desirable size.

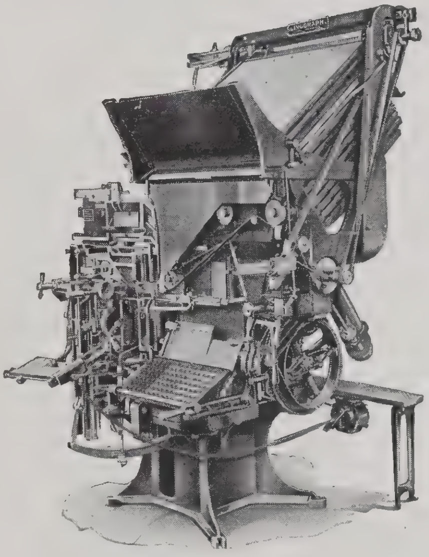
Thus your operator can sit down to a complicated job containing several sizes of type in perhaps two or more faces and deliver the entire job, cut to length ready for makeup, without leaving his chair. Model 12 Linograph may be installed with any number of magazines up to twelve. More magazines can be added as your business needs demand it. Just secure the magazine and set it on the machine; there are no special adjustments to make or special parts to buy.

With this great range and with this expandability Model 12 Linograph will fill the great need for a practical display machine.

For the ad alley and the large trade composition plant doing a varied line of work Model 12 is indispensable.

If you are figuring on installing a display machine this year act at once for immediate delivery on Model 12 cannot be promised on account of the demand already created.

Write for further information; or, better still, arrange for appointment with our representative to discuss this and other models with you.



MODEL 12 LINOGRAPH

The Linograph Company

Davenport, Iowa, U. S. A.

New York Office
Park Row Bldg., New York City

European Agency
Et. Pierre Verbeke
Brussels, Belgium

Australasia, South Africa, China
Parsons & Whittemore
New York City

CASLON ITALIC SPECIALS

Fonts 12 Point to 72 Point contain these Characters

A B C D E F G
H I J K L M N
O P Q R S T U V W
Y — &

Fonts 36 Point and Smaller also contain these Ornamental Characters

CASLON ITALIC SPECIALS

Designed by CARL S. JUNGE

fonted as follows:

		FONT			FONT
12 Point	10 A	$2.10	36 Point	4 A	$5.00
14 Point	8 A	2.25	42 Point	3 A	5.65
18 Point	6 A	2.50	48 Point	3 A	6.10
24 Point	5 A	3.40	60 Point	3 A	9.50
30 Point	4 A	4.00	72 Point	3 A	11.40

Cast on Uniform Line
usable with any Caslon on similar line

Designed for Casting Without Kerns
No Overhang — No Breakoff

Write for
Caslon Family Booklet
also sheets showing
Art Corners Typecast
Octagon Brazed and Diagonal Corners
for Brass Rule

CASLONS *Fifteen*

Caslon Antique
Caslon Antique Italic
Caslon Oldstyle
Caslon Oldstyle Italic
Caslon Italic Specials
Caslon Openface
CASLON OPENFACE TITLE
Caslon Clearface
Caslon Clearface Italic
Caslon Medium
Caslon Medium Italic
Caslon Black
Caslon Black Italic
Caslon Black Condensed
Caslon Catalog

"Types that Talk"

Barnhart Brothers & Spindler

MAKERS *of* SUPERIOR COPPER-MIXED TYPE

Chicago Washington, D. C. Dallas Omaha Seattle
Kansas City Saint Louis Saint Paul Vancouver, B. C.

SHALL IT BE THIS—

"West Sealer" Replaces 15 Hand Operators

OR

THIS?

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

The West Sealer
AUTOMATICALLY
Feeds and Seals
5500 Broadsides per Hour

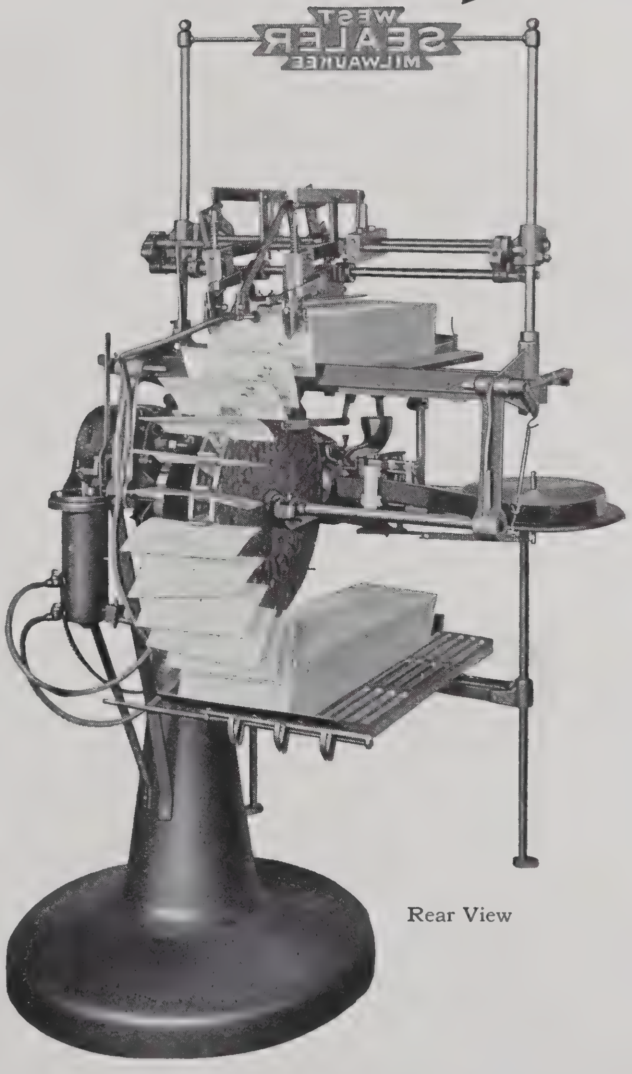
FROM the hands of the West Engineers comes the new, automatically fed Model "E" West Sealer. This announcement marks another forward step in the industry's movement to promote economy in time and money through the installation of automatic machinery to replace hand labor.

This highly improved machine is an outstanding advance over any heretofore known to the industry — in speed, service and uniformity.

A machine so sure, so positive in its operation, with such splendid conserving possibilities deserves the honor place in your establishment.

Write for Free Trial Offer and Samples of Work

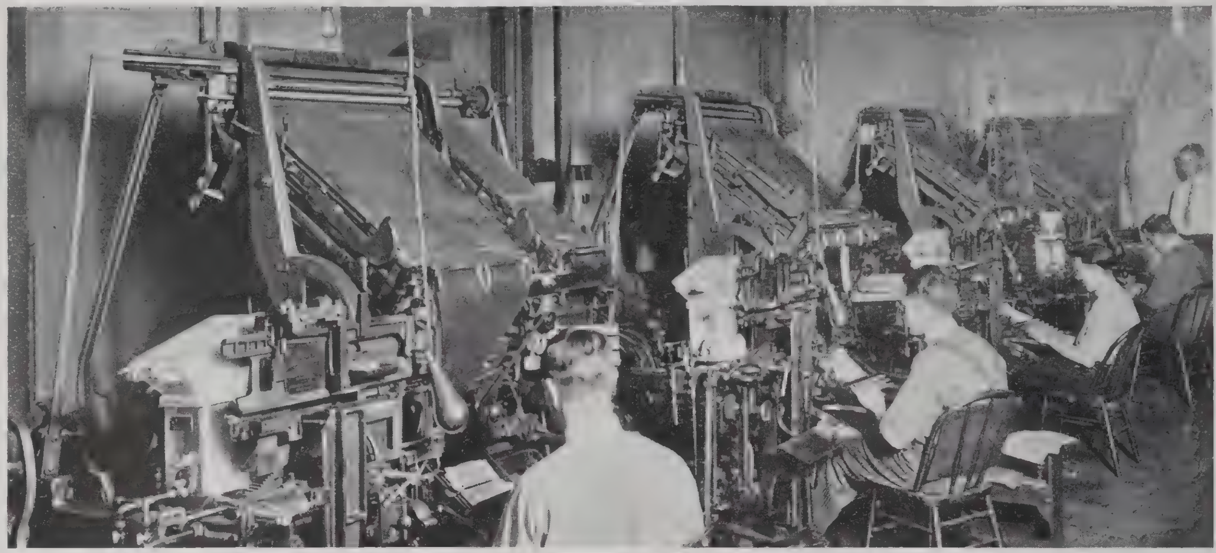
Dealers Write



Rear View

WEST MANUFACTURING COMPANY, 137 SECOND STREET, MILWAUKEE

We can use a few good salesmen acquainted with the trade.



Monomelt Results Surprise Zahn Typesetting Co., Milwaukee. Read Their Letter.

Don't "Pig" Metal—It Wastes Money!

Hundreds of Users Are Just as Enthusiastic

Tips His Friend off to a Good Thing
Read Zahn's Letter

St. Paul, Minn.

Printers Mfg. Co.,
Minneapolis.

Gentlemen:

Please send some Monomelt Literature to some good friends of ours in Milwaukee, The Zahn Typesetting Company, 303 Montgomery Bldg.

We are telling them how well pleased we are with our Monomelt and advising them to try them on their Linotypes.

Yours very truly,
DeLUXE CHECK PRINTERS, INC.
W. R. Hotchkiss, Pres.

Zahn Likes Monomelts

Milwaukee, Wis.

Printers Manufacturing Company,
Minneapolis, Minn.

Gentlemen:

We can unequivocally endorse your Monomelt Feeders to be everything you claim for them. We had our plant equipped with — Feeders, and were satisfied that we were getting a good product from our machines, consequently we were not much impressed with your claims as to a better slug. However, we are frank to say that we are getting a better slug with your Monomelts than we were getting with the — Feeders. We noticed an improvement in the metal within an hour after the Monomelts were installed.

We find the atmosphere in our room is not vitiated in the least by the melting of the metal, including floor sweepings, etc.

Briefly, we are glad we had your Monomelts installed, and they have already proven their value.

Yours very truly,
ZAHN TYPESETTING COMPANY

Four Monomelts Save $125.00 Per Month

Chicago, Ill.

Pioneer Publishing Co.,
Oak Park, Illinois.

Gentlemen:

Answering your letter asking about the performance of our four Monomelts, we are pleased to advise you as follows:

We are saving in gas, labor and depreciation of metal about $125.00 per month, and in addition we are getting a much better product than we had heretofore. The improvement in the printing face of the slugs is remarkable. The value of this feature cannot be figured in dollars and cents — it is a great business builder.

Trusting this information will be of some value to you, we are,

Yours very truly,
KILGORE LINOTYPING CO.
O. M. Benedict, Mgr.

DON'T let your metal furnace rob you! Every time you "pig" metal the furnace takes its heavy toll in metal depreciation, and the metal is often ruined by overheating and improper skimming.

Don't Melt Your Metal Twice to Use It Once!

MONOMELT
SLUG FEEDER

ELIMINATES YOUR METAL FURNACE

The Monomelt is the only "Single Melting System" in the world. It is an additional metal pot which sits on top the regular Linotype, Intertype or Linograph pot, replacing the jacket cap. Fill it with 65 pounds of slugs, trimmings or pigged metal; it premelts it, automatically cleans the metal, and every time a slug is cast it automatically feeds exactly the same amount of hot metal into the pot.

The Monomelt saves labor, time and gas, and triples the life of your metal. It increases production and insures perfect slugs, even temperature and uniform metal height in Linopot. Its thermostatic heat control prevents overheating and injuring metal.

The typesetting machine not equipped with Monomelt is not operating at full efficiency — it's behind the times!

A MONEY-BACK GUARANTEE IS PRINTED IN EVERY ORDER BLANK

Write for Our Trial Offer

PRINTERS MANUFACTURING COMPANY
706-716 Palace Building, Minneapolis

PHENOID

TRADE MARK

Rids the Print-shop of Lost Motion

Lifting forms from the press for cleaning purposes is a waste of labor, a waste of time and a waste of money. If type fills up, it can be quickly cleaned while on the press. Phenoid "Instantaneous" rids print-shop of lost motion.

Test Phenoid on the hardest job in your shop —an ink-caked type-form or smudgy halftone cut. You'll say it's the fastest solvent you have ever used.

Send for a Trial Quart

If for any reason you don't like Phenoid, we agree to cancel the charge.

Quarts, $1.00 **Gallons, $3.00**

PHENOID

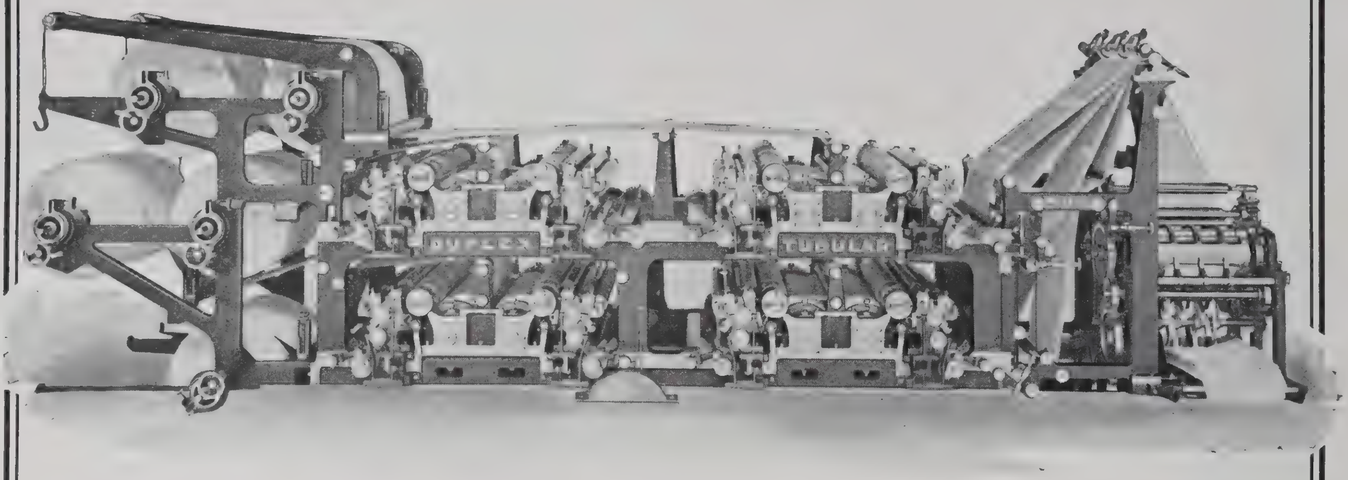
TRADE MARK

INSTANTANEOUS
TYPE CLEANER

Chalmers Chemical Company

Specialists in Solvents and Detergents for Over Twenty Years

123 Chestnut Street, Newark, N. J.



Tubular Plate Press—prints 2-4-6-8-10-12-14 or 16 pages at 30,000 per hour from one set of plates.

A Few Reasons why they buy

The DUPLEX Tubular Plate Press

1—Prints all page combinations—*Impossible on semi-cylindrical plate presses.*

2—All products produced at full speed—*Impossible on semi-cylindrical plate presses.*

3—Only one set of stereotype plates are cast—*Two sets are required for semi-cylindrical plate presses.*

4—Built on the unit system—extra printing units may be added at any time.

5—May at slight expense be adapted to color supplement work, thus saving the heavy expense of a special color press.

Visit the works at any time and see a dozen or more of these presses in various stages of assembly and under test on the erection floor.

Duplex Printing Press Co.

Works and Main Offices
Battle Creek, Michigan

NEW YORK
World Bldg.

CHICAGO
Chicago Temple Bldg.

SAN FRANCISCO
Chronicle Bldg.

Direct factory Representatives in Canada — Agents All Foreign Countries

RECOGNITION

THERE is no secret about the analyses of type metals — that is common knowledge.

But the secret of the high quality of Wilke's Metals is due to the finer processes of manufacturing which characterize Wilke's alone, as the ***Highest Standard of Type Metals.***

The degree to which we eliminate copper and arsenic by these processes permits us to back our product with the strongest guarantee for purity given by any manufacturer.

Wilke's Type Metals are unconditionally guaranteed — 99.92% PURE.

The low copper and arsenic content in Wilke's Metals means lower casting temperatures, resulting in solid slugs, type and plates with sharp, clear printing faces. It also means less dross, therefore, a substantial saving in metal volume.

Alloying of type metals may be compared to the mixing of dough, which is the fundamental basis of good bread making. Give several women the same ingredients, yet the results obtained by each will be totally different, because of their different methods of mixing. The same applies to type metals.

It is the knack of knowing how that produces good bread, as well as good type metals.

Wilke's Type Metals are the product of the processes developed by Erwin L. Wilke, Cornell graduate and Expert Metallurgist.

In return for the recognition accorded Wilke's Metals, those responsible for their manufacture, are pledged to maintain their excellence of quality which is responsible for the elevation of Wilke's to their position, as the ***Highest Standard of Type Metals.***

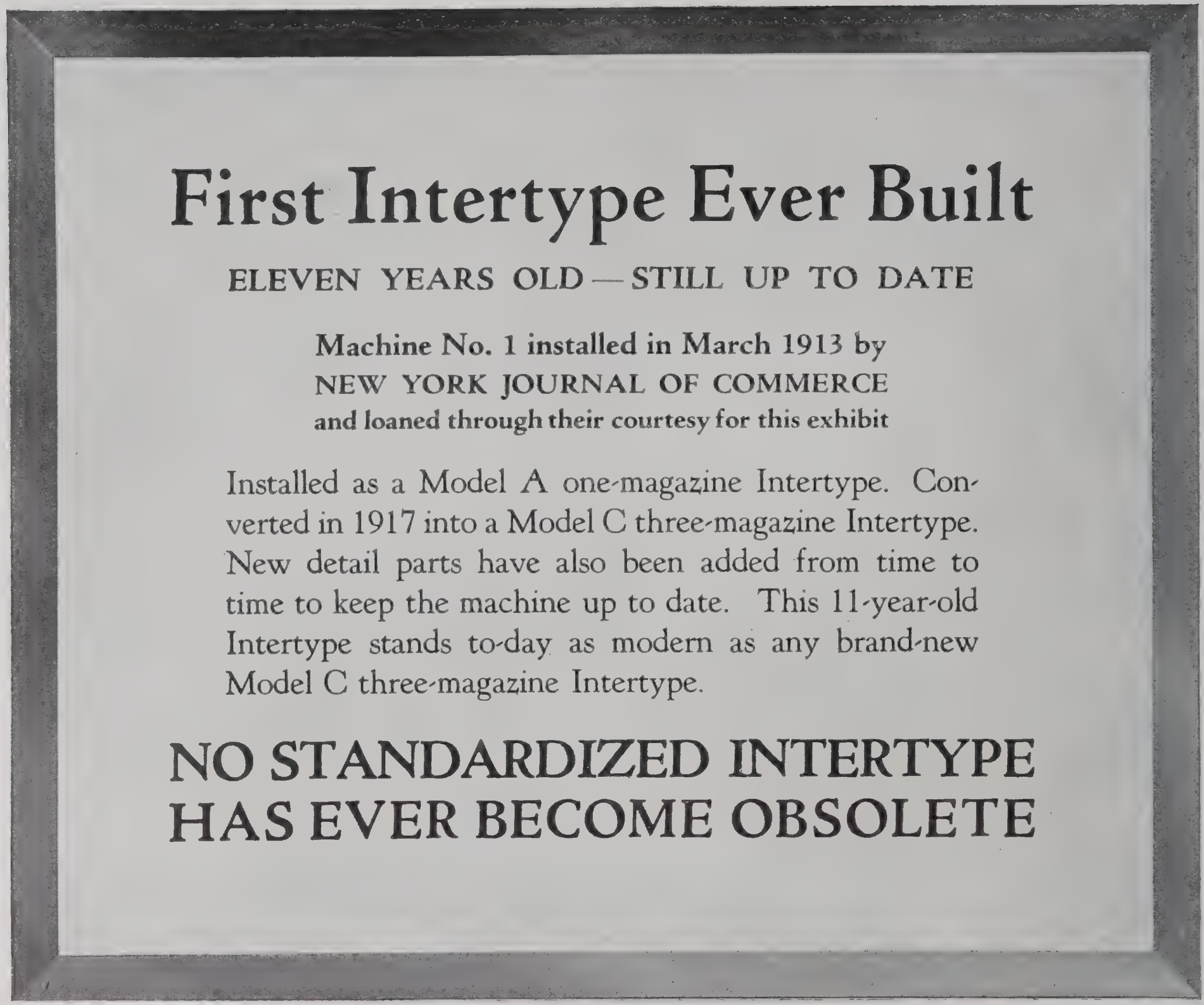
METALS REFINING COMPANY
HAMMOND, INDIANA

WILKES
TYPE METALS

WILKE'S

THE HIGHEST STANDARD OF TYPE METALS

Warehouses at—Boston, Chicago, Cincinnati, Cleveland, Detroit, Hammond, Kansas City, Louisville, Milwaukee, Minneapolis, New York, Omaha, Pittsburgh and St. Louis.



First Intertype Ever Built

ELEVEN YEARS OLD — STILL UP TO DATE

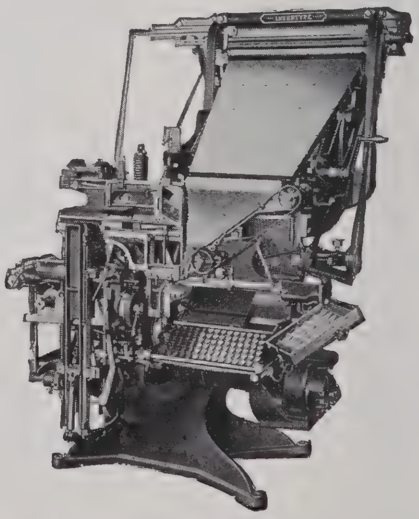
Machine No. 1 installed in March 1913 by
NEW YORK JOURNAL OF COMMERCE
and loaned through their courtesy for this exhibit

Installed as a Model A one-magazine Intertype. Converted in 1917 into a Model C three-magazine Intertype. New detail parts have also been added from time to time to keep the machine up to date. This 11-year-old Intertype stands to-day as modern as any brand-new Model C three-magazine Intertype.

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

The first Intertype ever built, Model A No. 1, was exhibited at the Waldorf-Astoria Hotel, New York, during the A. N. P. A. and A. P. Conventions last month. The sign reproduced above appeared over the machine.

Are you interested in money-saving Standardization and Non-obsolescence for *your* plant? Write to our nearest office for details by mail—or wire collect for an Intertype representative.



INTERTYPE CORPORATION

General Offices and Eastern Sales Department: 50 Court Street, Brooklyn, N. Y.
Branch Offices: CHICAGO, Rand-McNally Building, MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street.
Sales Offices: BOSTON, 49 Federal Street; LOS ANGELES, 1240 S. Main Street.
Canadian Representatives: Toronto Type Foundry Co., Ltd., TORONTO.
British Branch: Intertype Limited, 15 Brittannia Street, Kings Cross, LONDON, W. C. 1.

INTERTYPE

National Printer-Journalist

Copyright, 1924

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE *News Editor* GEO. A. JUST *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 406 McKerchy Bldg.
ST. LOUIS—M. M. Shurman, 713 Star Bldg.
LOS ANGELES—Coast Pub. Co. 756 South Broadway
SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg.
SEATTLE—C. M. Minier, 405 Walker Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 Milwaukee, Wis., May, 1924 No. 5

"Or, Just a Warehouse?"

A Few Cogitations, of a Spring Morning, Anent Subscribers for Newspapers or Trade Magazines Who "Haven't Time to Read"

THE day of "just taking business as it comes" is far spent, both in smallest offices and the largest plants of *printer-journalists*—that name first affectionately given by "Papa" Herbert to publishers operating both newspapers and commercial printing business. (Today more than 90 per cent of *all* newspaper plants in America have job departments, and most of the remainder produce at least the biggest share of their own requirements of printed matter).

Printer-journalists, or *journalist-printers* if you prefer, increasingly seek for practical ideas and actual experiences for *creating* legitimate circulation, advertising volume and commercial printing business.

It has been proved beyond doubt many times, that just the idea needed at a certain moment, or in some apparently weighty crisis, is found by a small newspaper in the published experience of a large plant, and by a large plant in the experience of a smaller office.

The smaller office today is far less prone to self-depreciatingly pass by the practical, proven experience of a big brother.

THE consciousness of being on the high seas of a creative era *permeates* this field, and members are increasingly and more cheerfully willing to furnish intimate details of their successes—even the lessons of their seeming failures—for the benefit of their contemporaries, through such a clearing house as *"NPJ."*

Again, it is realized more than ever before, that in the newspaper-commercial printing business the executive in one department not only sees better the inter-relationships with the others, but that he often finds exactly the stimulus or the germ of an idea he seeks, in the published experience of a department whose part in the total work seems quite foreign to his own.

In smaller plants one man or woman is "simultaneously a number of executives" in his plant. There it is perhaps easier to see the inter-applications of experiences of contemporaries, divisions and departments. And, such workers in this field are more and more letting go of the very erroneous belief that they, being "many in one," have not the time or the room for patience necessary to read, study and apply.

Civilized

From ORVAL C. HUSTED
Sand Springs, Okla.

A WEALTHY Osage Indian came into the office to pay up his subscription. He had recently been converted.

After filling out the blank in the files, the editor explained that the canceled check would be the Indian's receipt, but the latter insisted upon having a receipt.

"When me die," he insisted, "St. Peter he say 'You pay your subscription?' Me say 'Yeah,' and he say 'Where your receipt?' Me say 'Aint got none,' and he say 'Go get one.'

"And then, I have to hunt all over hell to find you."

These observations, supported by more than ample evidence, are the result of reflections upon the large and generous mail received by *"NPJ"* from all parts of America in recent months. Surprise after surprise is contained in these letters, sometimes telling how a mechanical man (and, of course, it is always one who *really wanted* to improve his work and service) got the basis of a most-needed idea from the experience story of a circulation man, an ad-alley foreman from that of a news editor, an auditor from a job foreman and so on.

IT has been a homey, delightful task, this endeavor to serve as a *clearing house for practical experiences.* Many of the stories, too, have been touched with the great romance of the printing and publishing field. The men who publish, edit and produce *"NPJ,"* all of them experienced, enthusiastic newspaper and trade paper men—at work daily within the fine family atmosphere of the readers of this magazine, complemented by that of a mechanical and editorial plant publishing five growing business publications—are glad to be engaged in the publication of *"NPJ."* Then, too, they solve the same problems every day that face our readers every day, always the same in nature and often alike in detail. This keeps alive and fresh the fact that we here are only *on the way to a great goal*—

(TURN THE PAGE)

A Big-League Squad of N. Y. State Printer-Journalists

A SNAPSHOT at the recent third annual commencement of the Empire State School of Printing, Ithaca, N. Y., founded by the New York State Publishers' Association, Ross W. Kellogg, Director. The top row shows graduates and instructors. Lower Row: (left to right) TED SEIDEMAN, Secretary Capital District Typothetæ; M. V. ATWOOD, Professor of Journalism, New York State College of Agriculture; JOHN CLYDE OSWALD, Editor *American Printer;* JOHN W. BAKER, Publisher Ithaca *Journal-News,* Chairman, Committee on Education, New York State Publishers' Association; CHARLES D. OSBORNE, Auburn, President of New York State Associated Dailies; FRANK E. GANNETT, Rochester, President, New York State Publishers' Association; WILLIAM O. DAPPING, Auburn Member Committee on Education, New York State Publishers' Association; MRS. ELIZABETH A. LEWIS, Instructor in English and Proofreading; ROSS W. KELLOGG, Director Empire State School of Printing.

◆

(CONTINUED FROM PAGE 9)

perhaps *well* on the way, but only *on the way*—that we must keep on stepping more firmly, more progressively and more faithfully; following in worthy footsteps, but also leading for others.

This comment is not, as it may seem to you, made for the occasion of an anniversary, although (just come to think of it!) it *is* now two years since the present owners took over *"NPJ."* The condition is rather that, as with most newspaper men, the going off of winter and the coming of spring—the period of nature's resurrection—has always meant to me much more than January One as a period of taking stock, cleaning up and out, and renewing good resolves polished by experience. This has been the case since, twenty-three years ago one spring morning, my mother handed me my first long pants, cut down from father's, so I could be presentable for the new job in a newspaper and job shop—the first real, steady job after two years of foundational employment in a country office in between school hours.

These are some of the remote causes for pounding out these comments on my underwood today. The immediate, exciting causes are three:

1. A Splendid Experience Story for the present issue of *"NPJ"* from an Indiana daily which is being talked about as a model by both large-city plants and small weeklies all over the midwest; because of its *unusual* ability in building new and additional business;
2. The Morning's Mail, with an unusually large number of appreciative (and, certainly, *appreciated!*) letters from readers to the editor; and,
3. Several Letters brought in by the circulation department in which subscribers expressed a decision (as happens now and then, more or less, in every circulation department) to discontinue reading *"NPJ"* for the present.

PUBLISHERS and editors are never so hard-boiled that a good letter of appreciation is not a pleasure; they should never be so hard-boiled or conscious of success that a "stop" gets to mean nothing to them. A "stop," whether or not it is only an occasional experience, we believe is often "an angel entertained unawares;" and none the less to newspaper men and printers who have gotten past the silk gloves stage of sensitiveness.

In this instance: The thought suddenly flashed up, why, these subscribers say they haven't time to read; to *some* subscribers we here are, then, nothing more than a WAREHOUSE! We have been confident that we perform the functions of a *Clearing House,* and a good one under the circumstances. But, is this *entirely* correct? How incorrect? It's the difference between "subscriber" and "readers!"

WE fill *"NPJ"* with the actual business experiences and comments of contemporary newspaper publishers, mechanical men, and so on, with the idea of being a Clearing House for the craft. You fill your paper, or service your job and ad customer on a similar basis. When, however, a subscriber or customer fails to make use of—to read, study and apply—what you and we offer, we are so far as he is concerned, only a *warehouse!*

None of us function as a Clearing House insofar as subscribers will not permit us to do so, by hanging onto the "haven't got time" bug, merely going over the heads and the ads—then doing something, under pressure perhaps, which someone else could do far better and much more economically!

It is more than encouraging to note the greater practical use of the trade publications in this field; at least the evidence received by *"NPJ"* is overwhelmingly to that effect. There is more nearly a 100 per cent realization that ENOUGH TIME IS ALWAYS AVAILABLE TO DO THINGS REALLY WORTH WHILE—and, not tomorrow, but TODAY.

You, nor any other executive or worker in the field of printing-journalism intends to be, or is readily willing to be relegated into the back seat of being "merely a Warehouse." Certainly, I am not.

TRUE, the *subscriber* loses when he doesn't read, study and apply. The non-subscriber is missing something worth while, whether he fails to subscribe for a good home weekly, city daily, or trade magazine. The non-reader-subscriber really *has no excuse!* The "association non-member" who should belong, and the member who never attends the meetings are respectively in like categories. These things are self-evident.

THIS *puts a responsibility on publishers, editors and mechanical executives. It cannot be evaded. CONSTRUCTIVE, CREATIVE EFFORT on the part of publishers, editors and others in this field in helping to awaken the "sleepers" to the error of their ways is needed and must be made!* It is hoped that *this* little dissertation has some influence in the right direction, not only with respect to *"NPJ"* but as to the product of every newspaper plant in America. All of us—you, the present writer, every editor (and *especially the editors*) must constantly do a bit, at least a little bit, to shake up the mentality which is so over-anxious or stolid that it cannot function receptively, and endeavors to cover "its own flesh" with sidesteps and subterfuges; or, to use a bad newspaper term, with "alibis."

* * *

AGAIN, *WE ALWAYS HAVE PLENTY OF TIME TO DO THE THINGS REALLY WORTH WHILE!* Even to keep up to the step of the times through *attendance* upon association meetings, *reading* our trade publications, and giving our assistants and employes opportunity to do the same thing; thus permitting us to give them more and more important work to do, so that we can step along livelier and more freely ourselves. JOHN MEYER

Are You Guilty?

JOHN C. BRIMBLECOM, Past President, N. E. A.—"In one respect I believe the country newspapers do not utilize their influence in the community for their own advantage. How many of us, for instance, follow the standard rule of the larger business houses and spend from 3 to 5 per cent of our income in advertising ourselves? While we earnestly solicit the advertising of our local merchants and give them strong and potent reasons for taking space in our publication, do we not woefully neglect the important fact of advertising ourselves? We may produce the best newspaper in the county or in the state, but it is worthless unless we make it known. Is it not a fact that we, who know full well the value of advertising, generally fail to apply it to our own business?"

Beating a Poor Site With a Good Plant

It Costs Only Once to Start Right; Wrong Start Entails Trouble and Endless Expenses

By GUY E. NEWARK

*Of Barnhart Brothers & Spindler**

NEWSPAPERS are factory products. The newspaper plant should make possible the lowest costs, and the buildings should be designed to insure least expense in operation of plants.

It costs only once to start right, but a wrong start entails endless expense and trouble. All preparations should be based on this axiom.

There is one unvarying procedure which must be observed in every correct plan; first, to determine the extent to which the business may expand; second, list a plant complete in every detail for that maximum production; third, if a site is already owned, make a layout of the plant on one, two, or three floors to insure production at least expense of time and labor, and then construct the building. *Don't guess at the space required.* If a site is yet to be acquired, make a layout that is just as it should be and then go after the lot which will accommodate the specially designed building. A building lot with width to spare is far preferable; lack of depth of lot can be met with additional floors.

Plan to avoid interior obstructions, but if building expense prohibits this, plan for only a central line of pillars spaced at least 25 feet apart. No building 35 feet or less in width should have pillars.

WHEN layout plans are made, get from the manufacturers blue prints of every fixture and machine used, showing details of light, power, and gas outlets; power required, water connections, weights, floor space; note locations of desired expansion bolts or other wall anchors; turn the whole over to your architect, and see that he clearly understands the plan and its purposes.

These suggestions will help (in smaller as well as larger plants): Assign Linotypes to not less than 7-foot centers, both ways, but preferably eight; note whether for gas or electric pots, and have your architect make exact memoranda for all outlets.

If cabinets are placed with aisles, work on not less than 7-foot centers, and have foot passage between ends.

Aim to secure straight lines of travel in all departments.

Place the dump close as practicable to the Linotypes, equidistant from the most remote operators. Immediately following, place proof press, correcting bank, and receiving tables in the order named, working toward make-up. Locate proof readers convenient to both galley boy and ad alley, and the copy cutter to the machines to be served.

If one man is to be both copy cutter and general foreman, no special provision is necessary for an ad foreman; but if not, then the ad department should have a standing desk for layout, and the display machines should be near it.

More attention is necessary to arrangement of the composing-room than to any other department, because its equipment is more varied and is used by a greater number of workmen.

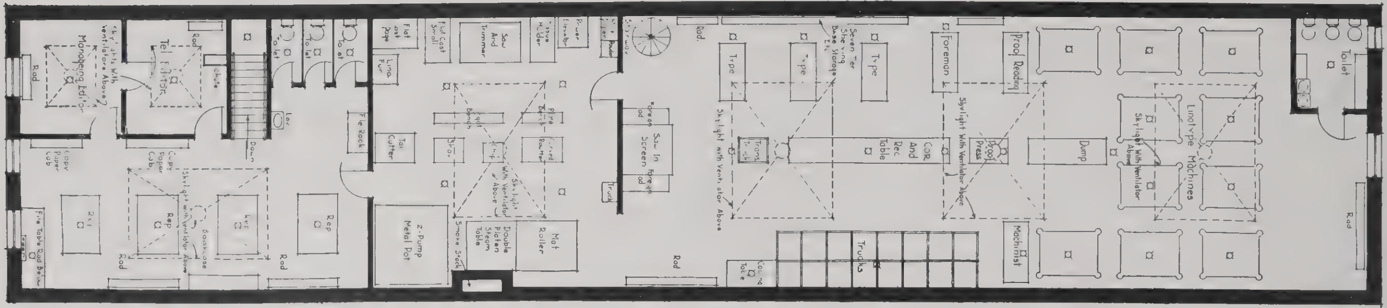
FOR the purpose of concrete illustration let us plan a building and plant designed to produce up to 16 pages any day, with occasional larger editions up to 32 pages. We will select a typical inlot 30 x 137½ feet, with alley in rear.

Let us see how comfortably we can fix ourselves in this rather unsuitable space. (See the floor plans herewith.)

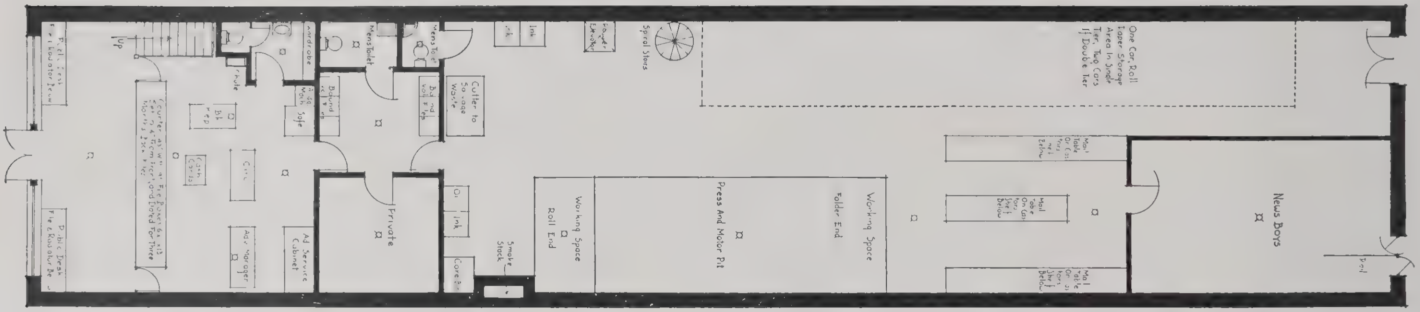
To make it as awkward as possible, let us assume that to the left of this lot is a building so high as to make it impracticable to build our smoke stack on that side; but that on the right side of the lot is a lower building which in all probability will stay there unchanged. This should be borne in mind, for it largely governs the location of the stereotyping room, the metal pot, and the location and extent of the basement. If conditions permitted placing the smoke stack on the left side, the stereotype room would be at the rear and all machinery in it reversed end-for-end; the stairway and elevator would be slightly shifted; and the composing-room would be adjacent to the editorial rooms—a much handier arrangement—for it would make easier communication with the foreman. But the object is to make the best of a bad situation.

We will start with a basement which includes an area under the sidewalk, with a sidewalk elevator (which may be of hand power), and extends back to

This Layout, Described in the Story, Unties Knots for Publishers Whose Building Lots Are Not Ideal



TOP: Second Floor Plan. BELOW: First Floor of Mr. Newark's Model Plant



(CONTINUED FROM PAGE 11)

the stack. This basement will afford ample space for the heating plant and an entire year's supply of fuel. If consumption of print paper does not exceed one car a month, no larger basement will be needed. But if storage be wanted for two or more cars, a basement should be constructed in the rear, with chain hoist near the end of the first floor storage space.

Now let's step into the counting-room. This is the home of the bookkeeper, an assistant who can also act as stenographer, cashier, and subscription clerk, and the advertising manager. These three can care for all the activities of the front office. The counter has space for back files for three months. The desk at the window accommodates the public and a current file, and covers a radiator which might be in the way elsewhere.

The advertising manager should have a desk with special filing arrangement, and room for at least two customers in conference. His ad-service file should be roomy, and the cabinet containing this may be surmounted by a file rack for other publications. Office stationery can be kept in the cabinet of drawers under the stairs, and the space just past the stairs makes an admirable wardrobe. The higher space underneath the stairs is utilized as a lavatory.

Immediately to the rear of the counting room space is devoted to a lavatory, permanent-file room for bound volumes and matrices, and a private office. These need no detailed description; but it is timely to suggest that right at this point in the building attention should be paid to ventilation; and this feature will be cared for by the architect, throughout the whole plant, by ventilating flues built in the walls, of sufficient area to change the air every 15 minutes.

Next, beyond a sound-proof partition, comes the pressroom, mailing room, paper storage, and newsboys' room. In the plant in mind, the first press installed may be of only 16-page capacity, though it would be wise to have one of 24-, or 32-page, if the limit of 16 pages is to be frequently exceeded. However, there is room for even a sextuple.

Heating plans should include a coil in the press pit, for emergencies. The tables in the mailing department, right in front of the folder, should be of sturdy construction, with smooth tops and shelves below for storage of supplements. These tables should be 36 inches wide, mounted on casters, and underneath overhanging tops should have sturdy hooks for mail sacks. Wrapping paper in rolls can be on brackets on the walls, or if in sheets, in wall cabinets. Twine can be in holders suspended from the ceiling.

A cage about 5 feet square should be at the window of the carriers' room. The circulator will be kept supplied with papers from the press, and he can serve carriers as fast as they can pass the window. Inside this cage can be a fireproof receptacle for route lists and other matters pertaining to the work. The carriers will have entrance from the alley, and no access at all to other parts of the building.

By a chain hoist, the barrels of ink, previously fitted with faucets, can be placed upon a shelf at such height that fountains can be filled by gravity. News ink is usually thin enough to flow freely; but to save time in cold weather, force faucets can be used. Near the roll end of the press, have a hand-lever 30-inch cutter, to salvage the waste of rolls. All the copy and proof sheets needed can be quickly cut. A simple portable rewinding reel will put the waste in shape for the cutter. This reel, of light construction, can be hung up over the cutter when not in use.

Along the wall beside the press, can be built a cabinet for press rollers. This cabinet should not extend to the floor; below, can be hangers for the tools of the room.

Now let us return to the counting room and go upstairs. You will notice these stairs are easy to climb—12-inch treads and 7¾-inch risers. Half way up we make a turn and land right in the realm of the blessed.

Eight writers have ample space at the desks in the editorial rooms, with typewriters, copy-paper cabinets, books of reference, and file racks at their disposal, and a pneumatic copy carrier runs out to the foreman's desk. The telegraph editor has a room which he shares with the operator, and the managing editor has separate quarters.

(TURN TO PAGE 30)

Marble's Cows Save a State

A Notable Newspaper Ideal Is Born of a Touching Childhood Tragedy

By JOHN MEYER

THE National Editorial Association, which starts its 1924 annual convention sessions at Oklahoma City, Okla., May 22, to be followed by a trip into Old Mexico, is all set on electing as its next president a printer-journalist whose accomplishments are *most exceptional,* even in such a remarkable array as the membership and the line of executives heading up the association during the past forty years—since "Papa" Herbert, founder of *"NPJ,"* conceived the beginnings of this now world-famous body.

If George W. Marble—owner, manager and editor of the Fort Scott (Kans.) *Tribune,* daily and weekly, and now national vice president of the N. E. A.—meets the wishes of his hundreds of friends and admirers in the association, he will accept the famous silver-mounted gavel of the presidency for 1924-5.

And, he will have to give much of his time now devoted to one, consuming hobby: *The Kansas Dairy Cow.*

It may seem like nothing very much to give up time devoted to such a hobby as a patient cud-chewing dairy cow. In Mr. Marble's case it means *very* much. Indeed, it means a great sacrifice, one born of a touching incident of years ago that pointed the way and continues to be a guide for this strong *doer* of things worth while.

Preaching vs. *Reporting*

MOST newspapers, according to C. E. Sanders of the Dell Rapids (S. D.) *Tribune,* are very fond of telling the farmers how to conduct their business. "Maybe," he says, "they have acquired the habit of listening to so many people telling them—the newspapers—how to run their business.

"But, it is all nonsense for town folks, newspapermen or bankers or anybody else, to continually preach to the farmers *how to run their business.*

"If the farmers are not learning for themselves, from the sources at hand such as nature provides, from the agricultural experiment stations and other legitimate sources, they are in a bad way and the advice of the newspaper men and the bankers would be wasted even if it were practicable, which it isn't in nine cases out of ten."

BEFORE 1910, large parts of Kansas consisted of depleted soil, run-down farms, poverty-stricken farmers too poor to educate their children, drudging farm-wives. King Corn had drained the strength of the lands, too fast and so hastily that discouragement loomed everywhere.

'Way back, years before *that,*—George Marble's earliest vivid portrait of childhood!—he remembers walking one day by his mother on a lonely, rough road, his tiny little hand trustingly in her toil-worn hand; *both weeping bitterly.*

The scene was laid but a mile from where the Fort Scott *Tribune* office stands today, at the boy's birthplace.

The home, dear although poor, had just been taken away, lost on a tax title. The mother and 4 year-old boy were going away, somewhere, nowhere.

❧

Mr. Marble got a job to learn the printer's trade, at the *Tribune.* In 1894 he left the case to become a reporter. In 1896 he was given a chance to earn an interest in the plant with the late George W. Martin, and applied three weeks' wages of $10 per week, once each month, on the purchase price. In 1902 Mr. Marble bought the remaining interests.

FORT SCOTT is today a thriving, energetic little city of about 11,000. The *Daily Tribune* has near 4,000 net paid. The community has fine artesian wells, flour mills, brick yards, railroad shops; overall, cereal, broom, fixture and other factories—and a great condensary and creameries. The country about is devoted to profitable farming, stock raising and dairying.

GEORGE W. MARBLE, "P-J"

MR. MARBLE milks his own cow every day. His only hobby is *Dairy Cows* as a means of promoting agricultural prosperity. All other things he does are, in one sense, by-products of this main, consuming devotion. His childhood picture ever comes up and stirs him to newer and bigger things in dairying. He has traveled extensively in America's dairy sections, made many addresses, helped many another printer-journalist to start like changes in many a community. His studies have made him an expert in soils, feeds, markets. In Ft. Scott, 800 farmers today sell 100,000 pounds of milk to one condensary alone, and hundreds of others market milk and cream in other cities, including Kansas City, Mo., and Kansas.

Mr. Marble himself raises purebred Guernsey calves. He is a devoted member and elder of the Presbyterian Church, now building a $170,000 edifice. He has also given time to Men's Bible Class work in his own and other states. They say "he wants Christian activities that are red-blooded." Mr. Marble's family consists of a devoted "better half," and two daughters and a son. Needless to say, they are getting the best education that formidable resources can secure, and they are enthusiastic students. Meanwhile, no other section in America has made such rapid and fruitful strides in dairying as the Fort Scott country. The work continues, much of it being planned in Mr. Marble's 45-acre suburban homesite.

Mr. Marble always carried a cane—not a fat, bold cane; but a fine, light, genteel cane.

Just "Too Human" to Get Turn-Downs From Job Customers and Advertising Buyers

Why the Brazil (Ind.) Times, in a Place of 10,000, Often Is a Model and Pattern for Both Bigger and Smaller Plants

By NORMAN J. RADDER

Associated Professor of Journalism, Indiana University

IN the states where the great Ohio and its tributaries go to meet the greater Mississippi, are many remarkable successes in the newspaper field and its innumerable commercial printing departments. Its weeklies as well as its dailies are "alive." They are keen for interchange of practical experiences, and for their *applications* when once perceived.

Ask publishers and printing plant executives in western Indiana and eastern Illinois if there is a plant around there which would furnish an exceptionally good *"NPJ"* experience story, useful to all sizes of plants, especially with reference to *"creating"* advertising lineage and job work, and it is noticeable that nearly all of them sooner or later mention a certain office: The Brazil (Ind.) *Daily Times,* published in a place of 10,000 inhabitants.

Why? Why a plant in a place of 10,000 a model for *larger* as well as *smaller* ones—especially as a *creator* of business?

First, because of the simple, "human" way of the *Times* and the actual successes it has scored. Then, it has succeeded on eliminating seasonal and other drawbacks. It is credited by entirely reliable authority with being *the first newspaper to use the Dollar Day Idea.* These are only a few of the reasons why the *Times* is so generally pointed out as a model by its contemporaries.

The *Times* is owned and operated by James Raper and George H. James.

Principles That Apply in Cities And Smallest Towns as Well

TAKE a certain series of dairy and creamery ads, with a good side line of job work, one of the striking achievements of the *Times* and copied in many other cities. Or, a similar success for a brick manufacturer; and for retail stores. Mr. James used *fundamental principles,* as you will note herein, which *are applicable to every size of community,* from village to metropolis.

One of these fundamental principles is "Hard Work," another is faith in "Service Rendered Willingly and Vimfully." Their applications are universal. But, they are far from being all that are used.

The creamery, in this case, needed advertising to promote the good will of the milk producers—no doubt, also the public-consumer. Every village, as well as every city, has such problems to be solved in connection with not only one, or one kind, of concern, but practically every "public utility" or service house or store or factory.

GEORGE H. JAMES

Mr. James, however, did not say it was none of his business or become involved in a maze of argument, "research," et al. No, he knew he could get the account; t. i., take the problem and help solve it for his patrons, if he presented a real campaign of publicity fitting the particular problem of the particular advertiser. He *got information* on the subject, and not from an academic high-brow, but from Uncle Sam's Department of Agriculture, from the state's departments and its university—*and his ears and eyes had been alive, open, receptive.*

Creameries
Brick Yards
Flour Mills
Cold Storages
And Others
Now Use This
Paper Often
Local Ad-Work
Also Pays Well
in New Job Work
—Brazil Times

He understood what he was talking about, first knowing what to understand; and his ads were therefore honestly convincing. The contract was a half-page once a week for six months.

The ads were picked up and run by dozens of other newspapers. Whether they also got the volume of job work resulting from the effort at Brazil, is not recorded.

One of the biggest industries in Brazil, Ind., is brick-making. Farmers were putting up silos made of *wood or cement* when they could save money by building a Brazil brick silo. Mr. James found out the talking points of a brick silo over a cement or wood silo. He went to the manufacturers with a series of ads and sold the space easily.

Similar "good-will building" campaigns were planned and sold to the Brazil flour mill and to the cold storage plants.

Another series was sold to a creamery with the object of advertising the merits of creamery butter as compared with nut butter products. This series was run under the slogan, "from the green pastures of Indiana or the jungles of the tropics." *The ads were picked up by an advertising copy and cut service and used all over the country.*

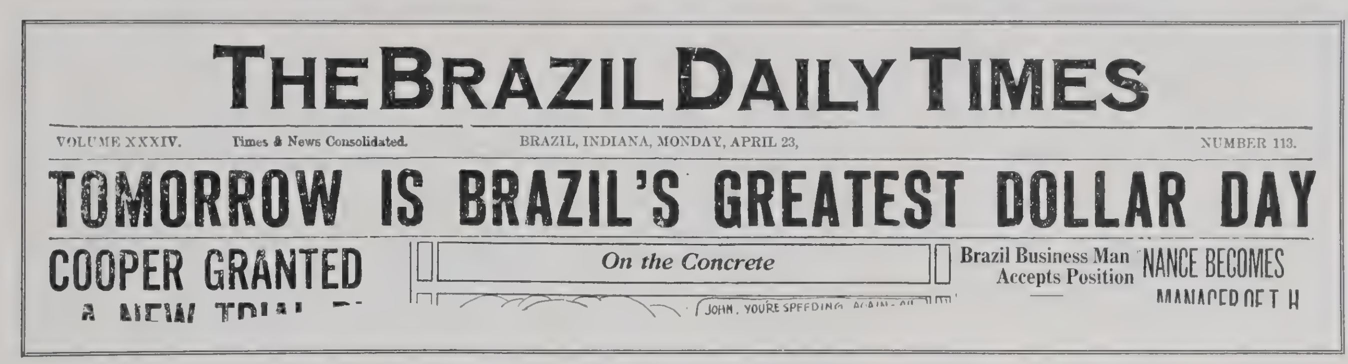
Never Forgets Local Business To Chase "Foreign Rainbows"

BUT, the *Times* never loses sight of *service to local retail merchants,* even when working for foreign ads and while working up the kinds of local campaigns already described. The *Times* surely is not a rainbow-chasing institution. Service to local, retail advertisers is the big feature. This is very fruitful in lineage—*and in job work.* Let Mr. James tell some of his ways and means:

"The secret of getting advertising copy from the merchant is to keep him supplied with copy," says Mr. James. *"Most of the merchants in smaller towns are afraid to write ads.* They think ad writing is an intricate science which can be mastered only by an expert. *We never give the merchant a chance to turn us down for lack of copy."*

Times' Dollar Day Plan Widely Copied : : : : : :

CONTINUED FROM P. 14



THE BRAZIL DAILY TIMES

VOLUME XXXIV. Times & News Consolidated. BRAZIL, INDIANA, MONDAY, APRIL 23, NUMBER 113.

TOMORROW IS BRAZIL'S GREATEST DOLLAR DAY

COOPER GRANTED

On the Concrete

Brazil Business Man Accepts Position

NANCE BECOMES

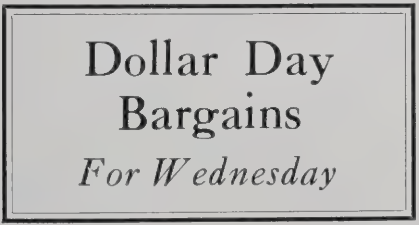
ONE OF THE "OPENING ANNOUNCEMENTS" OF A DOLLAR DAY BY THE TIMES

HERE Mr. James exhibited a neat manila folder about 10 x 16 inches in size on which was attractively lettered "Advertising suggestions for Mr. M. L. Smith." Mr. Smith, he explained, is a clothing dealer, tailor and cleaner. In the folder were about twenty ads mounted on substantial white paper. The ads were illustrated with cuts of suits, etc. Here and there were evidences that part of the copy had been clipped from a copy service, but in the main the ads were written by Mr. James and *all copy had a specific application* to the establishment of Mr. Smith.

All the merchants in town get this service whether they advertise every day or at intervals. Mr. James makes it his business to know the stock of all of his advertisers so that he knows which items should be featured. Some stores have literally turned over all their advertising problems to Mr. James. *Occasionally the Times has appeared with an ad for nearly every store in the town and every ad written by Mr. James.*

Mr. James took pains to explain that *this system has its disadvantages as well as advantages.* "It means that you also have the responsibility of not selling him too much advertising," he pointed out. "It is entirely possible that sometimes I use less space for some stores than I might get if the owner wrote his own copy. I have never had a store complain that I used too much space. When one meat dealer features lamb, I advise the other dealer to play up beef or pork."

Another source from which Mr. James derives many ideas for ads is the exchange pile. If he finds that the Indianapolis *News* is running a clever idea in laundry copy, he may clip the ad and send it over to the Brazil laundry. Frequently the ads so sent out come back with a few changes localizing the appeal and with instructions to run.



Dollar Day
Bargains
For Wednesday

SPECIMEN OF WINDOW CARDS USED IN TIMES' LIVE CAMPAIGNS

Dollar Day Idea Born at Brazil (Ind.) Daily Times

THE DOLLAR DAY idea, now used all over the country, which has been a source of additional advertising revenue for thousands of large and small papers, is reliably reported to have originated in the *Times* office. When the present owners took over the paper it was losing money and they had to do something. The Dollar Day was the most successful of a large number of plans that were tried. James A. Raper, joint owner of the *Times* with Mr. James, tells the story:

"One day a merchant—a shoe dealer, I believe—happened to tell me that he had a lot of old shoes on hand that he would be glad to sell for a dollar. A clothing dealer overheard the remark and said he had plenty of suits that he would sell for a dollar. The idea of putting on a *Dollar Day Sale* among all merchants immediately occurred to me. The first sale came in January, 1914. We have a Dollar Day *four* times a year."

Many improvements on the original Dollar Day have been made by the *Times* in the ten years. One fact has persisted all these years—it is the *Times'* Dollar Day and no other paper's.

"Wednesday is chosen for Dollar Days because that day will not interfere with Saturday sales," said Mr. James. "We get out 16 pages instead of the usual eight. We start our publicity for the Dollar Day on Thursday of the previous week. We run a seven-column banner and story on the front page and on some days run a three-column Dollar Day cut.

"If a merchant does not have a good lead for his Dollar Day sale he will buy something for that purpose. Furthermore there is no limit to the space that may be used in Dollar Day ads. With the Neosha plan a merchant is limited to a certain space. Another disadvantage of the Neosho plan is that it puts the burden on the advertising manager of enforcing the rule that a certain article must not be advertised by more than one store. When you look over your copy and see that there is duplication you face the unpleasant task of telling one merchant about it. Of course, theoretically the censorship committee of the local advertising club is supposed to supervise the copy, but in a small town they invariably pass the buck to the advertising manager of the newspaper."

JAMES A. RAPER

Farm Sales Calendars and Agricultural Want Ads

THE *Times* has always discouraged the special page ideas sold to merchants by outside solicitors. An 8-page section was run when the new courthouse was dedicated and extra sections of four pages have frequently been sold.

About three years ago the *Times* began running a farm sales calendar. In this calendar are listed all sales for which bills are printed at the *Times* office. The plan has been a great success and in one entire winter every sale bill in the vicinity except one was printed at the office of the Brazil *Times*.

(TURN THE PAGE)

A $14,000 Debt Turned Into a Good Payer : : : : : :

CONTINUED FROM P. 15

Farmers are also extensive users of the *Times* want ad columns. The rate of 1-2 a cent a word is comparatively low—much lower than the display rate and lower than the want ad rate in most papers. Mr. James explains that the rate has purposely been kept low so that anyone in the community can afford to use the want ads. He believes that there is much *news value* in the want ad columns. Front page publicity is often used to boost the want ads.

History of the Newspaper; Its Mechanical Facilities

The Brazil *Daily Times* was founded in 1888 by Henkle and Crimes. It changed hands several times, and in 1913 was bought by James A. Raper who came to Brazil from the Terre Haute *Post*, a Scripps-McRae paper. Mr. Raper had been in the business department of the *Post*. The present owners of the paper are Mr. Raper and Mr. James. Mr. James came to the paper as a reporter from the Indianapolis *Star* in 1910. He is a graduate of the Department of Journalism of Indiana University.

When Mr. Raper and his associates bought the *Times* in 1913, the paper had been losing from $3,000 to $4,000 for several years past. It was the old story of two papers fighting in a town only large enough to support one. Advertising rates were cut and one contest after another had been put on. A total debt of some $14,000 to paper manufacturers and printer's supply houses hung over the plant. At the present time the *Times* company owns the handsome building in which it is housed and the plant is earning substantial dividends.

Mr. Raper resolved from the first to sell the paper purely on its merits as a newspaper. The Brazil Daily *News* was bought out by the *Times* in 1920. Brazil has a population of 9,500 and the paper has a net paid circulation of nearly 5,000.

The building is a handsome two story-brick structure on National avenue, the chief business street of the town, and section of the National Old Trails road which leads from Baltimore to Los Angeles. The building is 120 feet long by 60 feet wide. There are two front entrances, one for the business department and the other for the editorial section. A counter extends across almost the entire width of the front office. Behind the counter are stationed a girl who takes ads and subscriptions and a man who fulfills the double duty of estimator on job work and general production manager for the plant. A partition about half as high as the ceiling separates the business and editorial departments. The mechanical department occupies the rear two-thirds of the first floor. It is separated from the business and editorial departments by a glass and frame partition, with two doors.

Do Your Barbers Know Your Community?

A newspaperman in Lebanon, Pa., has induced the Chamber of Commerce to invite all the barbers of the city to a smoker at which the tonsorial artists were given a good understanding of the city's features, expansion program and so on. Now the barbers are giving a community service in a manner that gets results at a point of contact with visitors and residents which is usually overlooked.

Splendid System of Filing Cuts and Mats for Clients

As you enter from the editorial side you see grouped along the wall at your left a large number of filing cabinets and pigeon-holes. The first filing cabinet, which is perhaps seven feet high, contains 12 drawers with the name of a month on each drawer. In these drawers are filed the mats and art for the Meyer-Both service.

The material is filed by months for two years and at the end of that time the mats are cut up and transferred to the adjoining cabinet where they are classified by subjects. In this cabinet if you will open a folder labelled "groceries" you will find in it all the mats relating to grocery ads. The same is true for all lines of merchandise and cuts for special occasions such as Dollar Days, Christmas, and trade marks and ornaments.

Further down along the wall are about eighty pigeonholes each one labelled with the name of a local advertiser and containing his cuts all neatly piled in an orderly manner.

Complete Equipment and Floor Space Carefully Divided

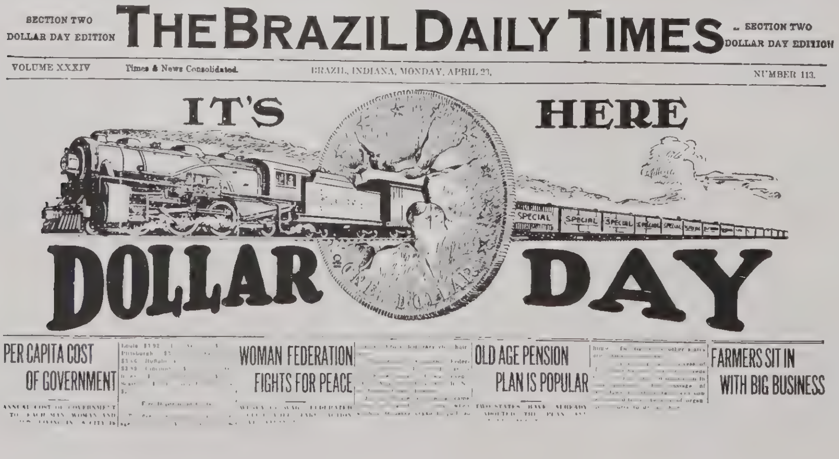
The composing equipment consists of four Linotypes, one model 5, two 14s, and one 15. One of the 14s is used exclusively for ads. The other one is used for news and job work. The No. 5 sets news exclusively. The 15 is brought into action in cases of emergency. Located conveniently near the Linotypes is a Superior saw.

The press equipment consists of a Goss Comet for printing the *Times*, a Babcock for job work, a Colt armory press for heavy job work and embossing, and two Gordons equipped with Miller feeders. A Liberty folder is used. Overhead shafts have been entirely eliminated by individual motors.

Among the other equipment is a Morrison Perfecting stitcher, a Portland multiple punching machine, and a Seybold automatic cutter.

A separate room has been made for the casting and melting equipment. The walls and floor of the room have been lined with metal. In this room is a melting pot, a U. S. Service company casting box and melting pot, and a router and trimmer.

Cuts Like This a Strong Help for Booming Local Store Business


SECTION TWO
DOLLAR DAY EDITION
THE BRAZIL DAILY TIMES
SECTION TWO
DOLLAR DAY EDITION

VOLUME XXXIV Times & News Consolidated. BRAZIL, INDIANA, MONDAY, APRIL 23, NUMBER 113.

IT'S HERE DOLLAR DAY

PER CAPITA COST OF GOVERNMENT

WOMAN FEDERATION FIGHTS FOR PEACE

OLD AGE PENSION PLAN IS POPULAR

FARMERS SIT IN WITH BIG BUSINESS

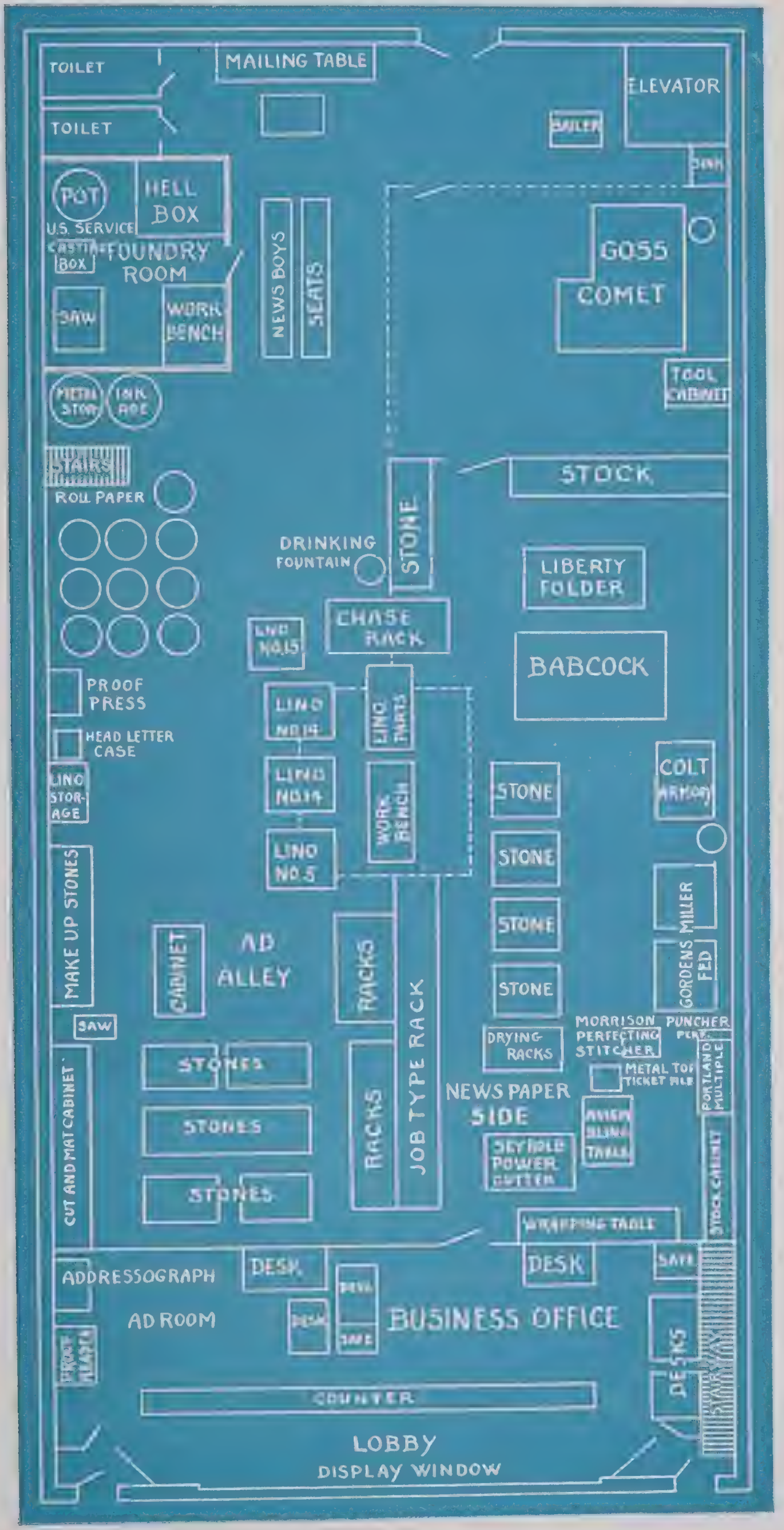
SPECIAL
SPECIAL
SPECIAL
DOLLAR

* * *

Notifying Subscribers That Paid Term Has Expired

The Primrose (Neb.) *Press* carries a circle at the head of the editorial column, with an explanation that a cross in the circle means the subscription expires with the same issue.

Business and Mechanical Floor of Brazil (Ind.) Daily Times



Newspaper and Commercial-Job Sides Are the Opposite of the Indications Above, Due to an Error in the Mails; Storage Located in Upper Floor and Basement; Motors Concealed

Advance Paids Not "Income"

Newspaper Accountant Points Out Fallacy of Method Found in Many Newspaper Offices

By Edmund Walker
Edmund Walker & Co., New York

A great many newspapers are in the habit of taking in as *income* the entire collections from the circulation department. A moment's reflection will clearly prove that this is inaccurate accounting.

If a subscriber calls at your office on the first of a month, and pays for a year in advance, and if, on the 31st, you stop business, it is obvious that you would be required to refund him eleven-twelfths of the amount he had paid.

To include these collections as income month by month is incorrect and has a direct bearing on the federal income tax you have been paying. You cannot now reverse your position without filing amended returns for prior years.

It is not a difficult matter to determine if it would be proper to adopt this policy. The mail subscriptions at the close of 1916 should be compared with the mail subscriptions at the close of 1923, in order to determine the correct course to follow. If there has been a very substantial increase in the number of mail subscribers, then there is little question but that you have overpaid your taxes.

It would, however, not be possible to set up this liability in 1923 by charging income and crediting a reserve account at this time. The correct procedure would be to file amended returns for all prior years, and adjust the tax paid in prior years. In many cases, it is not worth while going to this trouble, but in other cases, a substantial reduction can very properly be obtained.

In any event, we suggest that this is a liability, which should be shown on your balance sheet regardless of what policy is adopted as to the federal income tax return. If it is decided not to disturb the federal income tax returns as already filed, then an entry should be placed upon the books, debiting *Surplus Account* and crediting *Subscriptions Received in Advance.* This figure can be estimated by taking the total mail subscribers and multiplying their number by the mail subscription rate, then dividing this figure by two, on the theory that approximately one-half will have been earned and one-half will be considered as prepaid. This figure should be adjusted at the close of each year, just as you should also adjust the figure representing *Subscriptions in Arrears.*

Classified Ads Come Easiest *Right Now*

Successful Experiences Found in "NPJ" National Survey

By CHESTER DUCLOE

WILLIAM SOUTHERN, JR.
Independence (Mo.) Examiner

◆

PRACTICAL newspaper experiences in starting classified advertising departments, or putting more life into them, as gathered in a national symposium by *"NPJ,"* readily classify themselves into three lines: Organization, Policy and Typographical Makeup of Departments, and Special Stunts and Boosting Plans.

That the present season of the year is the most propitious for beginning a classified department or stimulating one that is not doing well, is a unanimous verdict of printer-journalists. For one thing, this is the period when clean up and paint up campaigns are conducted everywhere, bringing out many things in every home—city or country—to be disposed of, and revealing many needs of things wanted in the homes.

Making a Price for Classified Advertisements

A FIRST step in the organization or rejuvenation of a classified Department is *making a price* for the classified advertisement. The rate of 1 cent a word is most frequently met with in smaller papers. One successful weekly, the Iowa Falls (Ia.) *Sentinel,* F. M. O'Furey editor, charges 25 cents minimum. A noteworthy success in the daily field in smaller cities, the Independence (Mo.) *Examiner,* circulation 3000, charges 1 cent a word straight. Some charge 2 cents for first insertion, and 1 cent thereafter. The "Cash with Ad" is claimed by many to be the "only way."

"NPJ" was not successful in getting any generally useful methods used for setting the price as per material, labor, costs, etc., through cost finding or cost accounting systems. It was learned, however, that some papers would continue their departments even if not profitable in themselves, and this is owing to the value of classified advertising to the circulation and other departments if properly used.

Many publishers appear to fix classified rates by figuring their agate line rates for display and adding enough for the additional expenses which some parts of a classified department take over and above the costs for display. *Adopting a set price per word, with a minimum price for any order,* appears to be accepted widely as a safe way of getting started.

Department Must Have Ample Man-Power, Always

NOT a few weeklies as well as dailies have a classified man (or several) who has no other duties. Women have been successful in this work. Publishers insist that to start a successful classified department must have at least the entire attention of a capable person, although later on, a less intensive application is sufficient in some places. These publishers believe it is important to start with a good-sized department, in order to make a quick, lasting impression on the field, and they do not believe in "gradually building up", which in the end seems to be less profitable and even more expensive, they declare. The secret, they state, is to *gain momentum at once.*

Southern Wins Handily In Shades of Kansas City

FEW publishers of small-city newspapers have earned as much attention from their fellows with regard to a classified department as William Southern, Jr., Independence (Mo.) *Examiner.* Mr. Southern never attends an association meeting without being asked a lot of questions as to the secret of his success, and he always cheerfully answers, and invariably speaks of how his manager, F. W. Rucker, really did the job.

His paper has built up, in a very short time, a department that runs a page or more per day. Independence is within 3 miles of Kansas City, with its *Star* and other remarkable want-ad media. *Mr. Southern frankly admits that the educational work done by the big K. C. neighbors has made his own efforts much more fruitful than they could have been otherwise.* Of course, every publisher knows that such a tie-up requires clever and careful work; otherwise, the proximity of the big media could easily prove a counter-attraction too strong for the small office. How did the *Examiner* do it?

After operating a "want ad column" which never amounted to much and had intensely sharp up and down curves, slumps, valleys and peaks, it was decided to solve the problem once and for all. A 10-day intensive publicity campaign was worked out. Here is the schedule used in this effort:

A Complete Schedule for Classified Ad Campaign

PURPOSE

1. To introduce a new classification of our want ads.
2. To bring want ad patronage back to normal following the holiday slump.
3. To revive enthusiasm of office force in selling of want ads.
4. To stimulate business during a dull month.

PLAN

1. Sell the idea first to the entire office force. All agreed it would be a good stunt.
2. Put on a 10-day advertising campaign, setting forth the value of want advertising, reports of results obtained, announcement of Want Ad Week, etc. Using,
    a. Newspaper display
    b. Picture slides
    c. Direct-by-mail
3. Canvass subscription list and all who had ever used want ads through,
    a. Personal solicitation
    b. Telephone solicitation
    c. Mail

H. I. PARISH
Noted Southern Classified Expert

Bigger Revenue for All Issues From These Ideas : :

CONTINUED FROM P. 18

RESULTS

1. Set 99 new want ads on first day of Want Ad Week, which was 90 per cent more than ever set in a single day before. Each day following ran ahead of average.
2. Special rate of six insertions for the price of five made many advertisers run for the entire week, who ordinarily would have used only two or three insertions.
3. Results felt before Want Ad Week opened. For four days previous want ad patronage began to pick up very materially.
4. Ran the largest classified department ever run in the paper. Total for the week—913 inches.
5. The week following was above the average in number of inches and cash receipts.
6. It started the spring "rush" for want advertising a month earlier than usual and has kept it going.

Now Is One-Third Total of His Advertising Revenue

AMPLIFYING on the tabulated outline of his "Want Ad Week" Mr. Southern said: "It is a surprise to most people that we carry any wants ads at all, but our daily average is from 100 to 150 of these little ads. On the first day of "Want Ad Week" we set twice the usual number of want ads.

"Charging off at regular space rates the amount of newspaper space used in advertising the week, counting in the cost of mailing letters and the printing of circulars as actual expense, just as a merchant would do, we found that our "Want Ad Week" had brought us a good profit for the week and at the same time had built up good will and prestige for our classified department.

"Our want ad department is so popular and so large that it now provides *one-third of the total advertising income of the newspaper.* Should causes arise shutting off our income from other advertising sources, we could still survive on revenue supplied by the classified department."

$30 *to* $40 *More Each Issue From a Once Poor Payer*

MISSOURI seems to have an abundance of live wire classified advertising managers and departments. Walter E. Fish of the Kirksville (Mo.) *Daily News* salvaged the abandoned hulk of that paper's want ad department. Now that department is sailing along at the rate of $30 to $40 additional revenue per day.

First, Mr. Fish chose a standing head suitable to include all classifications. It was a double column, two-line, 14-point cap head, with initial, reading, "For Sale, Wanted, Lost, Found and Classified." When the want ads increased in number, the head was lengthened to extend across the page.

Next a booster campaign was started, with display space in the paper as a medium. It pointed out the economy of want ads for the small dealer and their effectiveness for giving trade information to farmers. A personal canvass was conducted by Mr. Fish. He visited doctors, lawyers, barbers and other professional men. He climbed long flights of stairs on the possibility that he would get a small announcement that would bring only $1.50 a week at most.

Filler Liners Bring Ads

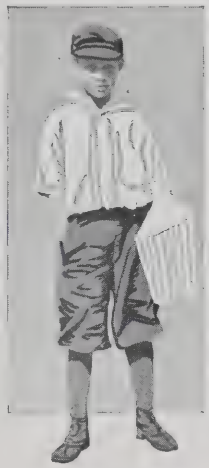
These Are Used By Birmingham (Ala.) News Between Display and on the Classified Page

For Spring house-repairing, see classification "Business Services Offered," in the Want Ad section.

Sell your "junk" for hard cash. See classification "Wanted to Buy" in the Want Ads.

Clear the attic and sell the old stuff. Phone a Want Ad to (Name of paper).

The Want Ad that describes best sells quickest. Make 'em clear.



Bargains are hunting you! See the Want Ads now.

Every dollar spent through (Name of Paper) Want Ads has more sense.

Want a Guitar? Be sure to look for the bargain offerings in (Name of Paper) Want Ads every day. There's a special "Musical" Classification.

If it's easier to 'phone your Want Ad, we're willing. (Phone Number).

Want Ad reading is gold "doe" kneading.

Cash for trash. A bona fide offer. Read the Want Ads under "Wanted to Buy."

Tour in a bargain-bought auto. The biggest bargains are in the Want Ads.

Now read the Want Ads.

You read the Want Ads. Have you learned to use 'em? Phone .

A good Want Ad is written like a good telegram.

Thousands are now reading the Want Ads. It's your time!

Lost the purp? Better find him—he may be hungry! Phone a lost ad to (Name of paper). The number is .

Vacant rooms are like cash that can't be spent. Rent 'em! Phone an ad to (Phone Number).

Love human interest? Every classified ad is a human interest story.

Saving the old magazines? Better sell 'em for cash. Read "Wanted to Buy" in the Want Ad section.

Get the kid a good dog. Read "Dogs, Cats, Pets" in the Want Ads.

Lost something? Find it! Phone a Want Ad to (Phone Number).

"Getting professional cards is amazingly easy," says Mr. Fish, "after *the advertisers are made to understand that 'card' ads are in the nature of a directory,* not a go-getting, intensive advertising campaign which is repugnant to the majority of professional men."

Solicited Personally For Small Ads to Get Started

BY means of telephone solicitation ads were secured from farmers telling of apples, seed corn, potatoes and other farm products for sale. "The farmer is always looking for buyers of his produce, live stock, poultry and farm equipment," says Mr. Fish. "As soon as one farmer advertises, others follow.

"Our classified ad page played up the idea that it was the medium between the small buyer and seller. Our low price appealed to all classes of people. The woman who wanted washing to do, the man who wanted a job of teaming or of whitewashing, janitors, carpenters, painters, men who put up and took down stoves—these people were made to understand that an investment of a few cents would get them what they wanted. *It was not beneath my dignity to solicit personally these people* to get them started."

One of the methods to continue the prosperity of the classified department of the Kirksville *News* has been to *run ads in the classified section* telling of some of the results. An ad like this was run in the For Sale department:

> "Telephone! For goodness sake! Stop my ad! I sold that stove the same day the paper came out, and people are pestering me to death over the phone for it! Mrs. X Y. L.

Keeping Books Not Hard; Here's One Simple System

PERHAPS the most distressing part of a classified ad department is the keeping of the books. Records of ads taken over the telephone are often made on scraps of paper lying on the desks, names are frequently mispelled, and often duplicate bills are sent to parties through inefficient methods of checking up accounts. A simple plan to achieve a sort of order in this matter, is to have a form sheet suitable for enumerating briefly the details of the account. Such a form as is here given can be printed on office scraps and stitched or glued into pads.

(Stub for reference) **(Perforation)** **(Copy for ad)**

Name . ..
Address ....
Key Mark ....
Classification .
No. of Insertions .....
Paid .... Charge....
First Insertion ...
.. . .

(TURN THE PAGE)

Classified Ads Come Easy in Spring : : : : : :

CONTINUED FROM P. 19

A Method Recommended by Expert Newspaper Accountant

A more thorough method of keeping the books is suggested by Edmund Walker of New York, accounting counsel of the Southern association and *"NPJ"* contributor. It is applicable to papers having a moderately large volume of classified advertising. He says:

"When the copy is made out and the advertisement has appeared, the copy is checked to the paper first and then invoice is made out in triplicate. These invoices or 'bills' are all numbered—the two duplicates bearing the same serial number as the original. The bill is usually made out on the typewriter. The original is mailed to the advertiser or turned over to the collector. The first carbon copy is filed alphabetically and the second carbon is filed numerically.

"We now have in the alphabetical file what might be called a ledger containing all the unpaid accounts—and the numerical file will constitute what is frequently called a 'day book' or book of original entry.

"When the account is paid the copy which has been filed in the alphabetical file is destroyed and the copy which was filed numerically is stamped *paid* with a rubber date stamp.

"It takes a little extra time, but the results justify this, to paste on the invoice a copy of advertisement as it appeared. When a collector presents the bill to the advertiser he frequently wants to know which advertisement this charge covers. Frequently an advertiser states that he did not see the advertisement appear at all and doubts if it was never published—this complaint is also stopped by pasting a clipping on the invoice."

Making up Classified Page In Small or Large Offices

The general make-up of the department includes classification of ads; restrictions as to size of headlines, etc.; proper wording of ads, and running by size.

For the small weekly paper it is the better plan not to pay too strict attention to classifying the ads. It is explained by publishers that the person who reads one department of the classified department reads them all. For instance, it would be perfectly legitimate for a country weekly to run such an ad as this in the Lost and Found department, says one publisher:

> LOST—My health by wearing leaky shoes. When I get well I'm going 'round and let Bill Smith, the cobbler, put on some new soles and rubber heels, and quit taking chances. *Uncle John.*

In a paper handling quite a large amount of classified advertising, however, such an ad as the above would be improper, it is added. H. F. Gunnison, publisher of the Brooklyn (N. Y.) *Daily Eagle,* writes *"NPJ"*: "In order to render the greatest service to our readers *all advertisements must be properly classified.* Under no circumstances will we misclassify an advertisement. If the advertiser insists we allow him to withdraw his ad.

"The Brooklyn *Daily Eagle* operates under the Basil L. Smith System of Classified Advertising. All advertisements are restricted to agate type and must be set up in accordance with eight styles which we require. These advertisements are all set square; no deviation from the style sheet is allowed. The classifications are arranged alphabetically by the major group and then alphabetically by the special divisions in the major group. Each classification is given a number and the index printed every day at the beginning of the classified section."

For the smaller paper, particularly the country weekly which averages between a page and a column of classified ads a week, there are other plans just as good. The Covington (Tenn.) *Leader* makes the following rules governing its successful classified section:

"Always on the last page. No ads taken for the column unless they are real classified ads, wanted, for sale, strayed, for rent, etc. Merchants are not allowed to use the column to advertise sales, etc. We do not use subheads. All ads are made up as to length, the longest on top."

A Letter That Worked Well

SELL YOUR LIVE STOCK QUICKLY BY RUNNING ATTACHED ADVERTISEMENT IN THE SENTINEL

No section of the country raises more or better corn than North Central Iowa. Altho but the average in size among the counties of Iowa, Hardin County was among the leaders in value of corn raised hogs and cattle shipped to market.

The Sentinel is much more than the ordinary country weekly. It covers the entire county. Considering the quality and quantity of its circulation, The Sentinel is the lowest priced advertising medium in North Central Iowa. (Etc.)

Give us your order and we will let the results speak for themselves. If you desire us to use the attached copy be sure to return it with your order. Just mark on the margin how many times it is to appear. Copies containing your advertisment will be mailed you each week.

Give us your order by return mail if you want quick results. Thank you.

Yours very truly,

The Iowa Falls Sentinel.

Ask us to quote you prices on letterheads and envelopes. No business man should be without printed letterheads, and farming is a business.

Plant this adv. in The Sentinel and watch the results

The attached advertisement will cost you only .... for one insertion and only........................ for four insertions.

Arranges "For Rent" Ads By Prices Instead of Streets

The Los Angeles (Calif.) *Examiner* recently inaugurated a radical method of arranging rental classified advertisements. Up until Dec. 27, 1923, rental ads in the *Examiner* were arranged alphabetically according to the first word in the ad, which was required to be the name or number of the street followed by the house number. The innovation requires that, where the price is given in the rental ad, this price should be the first word and then the ad be classified numerically according to the monthly rental price.

Bemis Sees Value in Proper Phrasing of Classified Ads

Edwin A. Bemis, field secretary of the Colorado Editorial Association and editor of the Littleton (Colo.) *Independent,* believes that every classified ad should be considered as an "emergency ad." He would make a condensed news story out of every classified ad.

For example, he would change an ad reading "Money to loan on all kinds of real estate. Phone Littleton 16," to "Wanted—To loan from $2000 to $5000 on good security real estate. Phone Littleton 16." The advantages of such a plan, says Mr. Bemis, are that it serves to classify the ads more definitely and also to perform the service for which the classified ad is originally designed.

Mr. Bemis endeavors to make two ads out of one which mentions two products differing in general nature. He says, "We may have a man who wants to advertise Duroc Jersey Hogs and strawberry plants. The reader of the ad may not be interested in hogs and skip the rest of the ad, even though he might have been interested in strawberry plants."

Plans for Keeping Interest Alive in Classified Page

Plans for increasing the amount of classified advertising in a newspaper are to be numbered in the hundreds. They range from the simple method of running blackface educational readers for fillers in the run-of-the-paper to intensive and expensive advertising and solicitation campaigns.

Such readers as are herewith reproduced have proved effective in keeping the classified section in the minds of the Birmingham (Ala.) *News.* They were prepared by H. I. Parish when with that paper and may serve as models of effective work in that line.

The Covington (Tenn.) *Leader* boosts its column of want ads by mentioning them to subscribers and customers who call at the office. Another of its methods is to make use of the extra space when display ads do not fit the make-up. An ad for the classified column is set to fill the space. It frequently runs on

How Readers' "Wants" Built Publisher's Profits : :

CONTINUED FROM P. 20

the front page stories of the results the ads get for advertisers the week before. Stuffers are used with subscription statements.

This Publisher Combines Wants And Circulation Campaigns

F. M. O'Furey, editor of the Iowa Falls (Ia.) *Sentinel* has used several stunts successfully. "We solicit classified advertising regularly by mail with printed form letters. *We also offer to run a classified advertisement if subscription money is received within a certain date.* This is when we are endeavoring to collect subscription money which is in arrears. One publisher I know made an offer to run free of charge for two weeks all the classified advertising brought in within a certain period. There were no strings tied to the offer and he made the proposition a success by increased business."

H. M. Keene, editor of the Orland (Calif.) *Unit* offered $1 worth of advertising to all people who were or would be subscribers on or before Jan. 1, 1924, whose subscriptions were paid up to date.

Guarantees Classified up To Point of Getting Replies

The Paris (Tex.) *Morning News* guarantees the results of its want ads. By result is meant that the News want ad will put the advertiser in touch with prospects, and not that the entire deal be consummated. *If there is no response to the want ad, then there is no payment.* At intervals, the *News* runs advertisements giving instructions as to the writing of want ads.

B. A. Hoffman, of the Delavan (Wis.) *Republican* believes an effective means of advertising classified advertising is to tell in a news story on the first page some concrete example as to the pulling power of an ad.

Christmas Gift Campaign Used by a Large Newspaper

Several papers make their promotion of classified advertising timely; that is, they work in connection with the particular time of the year. Every year at the Christmas season the Brooklyn *Eagle* puts on a Christmas Gift campaign. The object of this is to stimulate interest in merchandise ads in the classified department. The first year the campaign was used 6,600 ads were carried. The next year the paper carried 11,500 ads. The campaign is followed up with an intensive promotion campaign to attract attention to the ads and secure results for advertisers. The object of this later campaign is not only to get immediate revenue but to develop customers among these merchants and get them to use a yearly contract. Mr. Gunnison, publisher, regards the stunt as a good tie-up for the local merchant to find out the value of classified advertising.

Whenever possible promote the use of want ads by feature stories based on results of ads that have appeared in the paper, insist a number of publishers. The stories are interesting and constitute a legitimate use of the news columns.

Edwin A. Bemis
Littleton (Colo.) Independent
Field Secretary, Colorado Association

◆

Making Two Ads Grow Where Only One Grew Theretofore

Frank Mathews, of the classified advertising department of the Los Angeles (Calif.) *Express* has become nationally known for his ability in discovering new leads to prospective classified advertising business. On the subject of getting additional business for the classified advertising section, he says:

"Each morning I devote an hour to a careful study of the display advertisements that are in the local newspapers. I select carefully such display advertisements as can profitably use space in our classified columns.

"Display advertisements of the following nature have proven to be the best leads: Business announcements, investments, real estate, auction sales, money to loan, and any advertisements of used furniture and the like.

"After selecting these particular display leads, I prepare special classified advertisements gauging the amount of space by the display advertisement and the apparent size and responsibility of the advertiser.

"This prepared copy is distributed among my best telephone sales people and a thorough solicitation is made by telephone."

Mr. Mathews is plainly following the methods of a live city editor in getting news. He also sells given advertisements into several classifications, finding that many ads pull well in more than one class. For example, a classified ad of a polish was run under furniture, pianos, automobiles and other classifications. He makes a point to sell advertisers sufficient lineage, getting better results for them when the ads are complete and well worded.

Another article on this subject will appear in an early number of "NPJ", covering many other angles of Classified Advertising salesmanship, etc.
—THE EDITORS.

◆

If Premiums Are Taken On Keep On Them, Steadily

H. C. Lee, *Philadelphia (Pa.) Inquirer.*—"When you start using a premium, make up your mind to keep at it. Don't spend a young fortune on a campaign and then drop it for six months or a year. It is not the brief sensational schemes that are the great circulation getters. I have found the three best premiums to be lamps, dishes, and bread and cake cabinets—articles of every-day use. Eighteen years ago my paper entered the premium business. We have built up a self-sustaining, and profit-making department. It has its own building. There is a canvassing force of 150 and twelve automobiles are used in making deliveries—delivering an average of 150 per day. Twenty-five per cent will renew without going after them. Whether you use premiums or not, publish the best paper you can."

Paid In Advance Circulation Beats All Collection "Systems"

H. S. Blake, *Director of Circulation, the Capper Publications, Topeka, Kans.*—"After all is said and done, you must cut names off the list promptly at expiration or you can't make the subscriber believe you're going to do it. Then, go after him as hard as you can. If you're not game to put your own attorney after him, don't for goodness sake turn it over to a collection agency unless you are so busy you cannot take care of the details. Summed up—keep paid in advance; if they are not, cut the names off the list"

Letterhead Used by Paper To Help Boost the Town

An attractive and business like letterhead is that used by the Culver, (Ind.) *Citizen.* The letterhead is printed on white bond in blue ink. The sheet has a two-point border in orange about one-half inch from the edges of the sheet. At the left, within this border, is a panel one and one-half inches wide containing a brief description of Culver and its advantages. This write-up emphasizes the fact that Culver is the home of the largest military school in the country, outside of West Point.—*Cornell Service Sheet.*

Simple Circulation Building Plan Helps York State Weekly

The Altamount (N. Y.) *Enterprise,* in a town of about 1,000, succeeded measurably recently with a "One in a Thousand" circulation campaign. Over 100 were added to the 2550 subscription list. The Enterprise merely announced in display that it wanted to add to its list, asking readers to help. A coupon was published for sending in new names. John D. Ogsburg is publisher.

V.— The Individual Cost Record

COST FINDING FOR PRINTERS AND PUBLISHERS, in Twelve Sections,
by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin
Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

EACH workman in the mechanical department has turned in a time ticket similar to that shown in the April assignment by workman, *"J. W. Grant."* These time tickets show in detail what disposition each workman made of his time for the entire day and they will continue to show this each day of the month and year. The information afforded by these time tickets is used for *two* purposes: FIRST, *to accurately determine the amount of time devoted to each job by each department of the plant;* SECOND, *to enable us to determine the cost of the productive hour, which is our chief objective.* In the accomplishment of these purposes, the various items recorded by the workman on his time ticket must be transferred to other form records, reference to which has already been made.

The first of these forms to which we will direct our attention is the *INDIVIDUAL JOB RECORD* commonly referred to as the *TRACER.* Sheets bearing this form may be kept in a loose leaf binder. For convenience we have them put up in wire stitched books, each sheet having a perforated stub from which it can be readily detached when it has served its purpose. *The forms in the book should be numbered serially* to correspond with the series of numbers used on the job time tickets, Form 1.

WHEN the order was taken from L. I. Roe Company, for 1,000 circulars and the specifications therefor were entered on Form 1 as shown at the beginning of Assignment III, the order was also entered on the *TRACER form of the same number* as shown in Form 2 which is made a part of this lesson. Form 1 remains in the mechanical department in charge of the foreman while the book of Form 2 remains in the possession of the cost accountant.

Reference to Form 2, *THE INDIVIDUAL JOB RECORD,* reveals that it is so ruled as to provide space for charging items of labor from each department in the plant as well as for each of the various kinds of materials and each item of direct expense incurred in the production of the job. Space is also provided for extending the cost of each class of items in a column which may be totaled and grand-totaled to determine the whole cost of the job. Space is also provided for entering the profit item and the selling price with other memoranda important to be preserved in the history of the job.

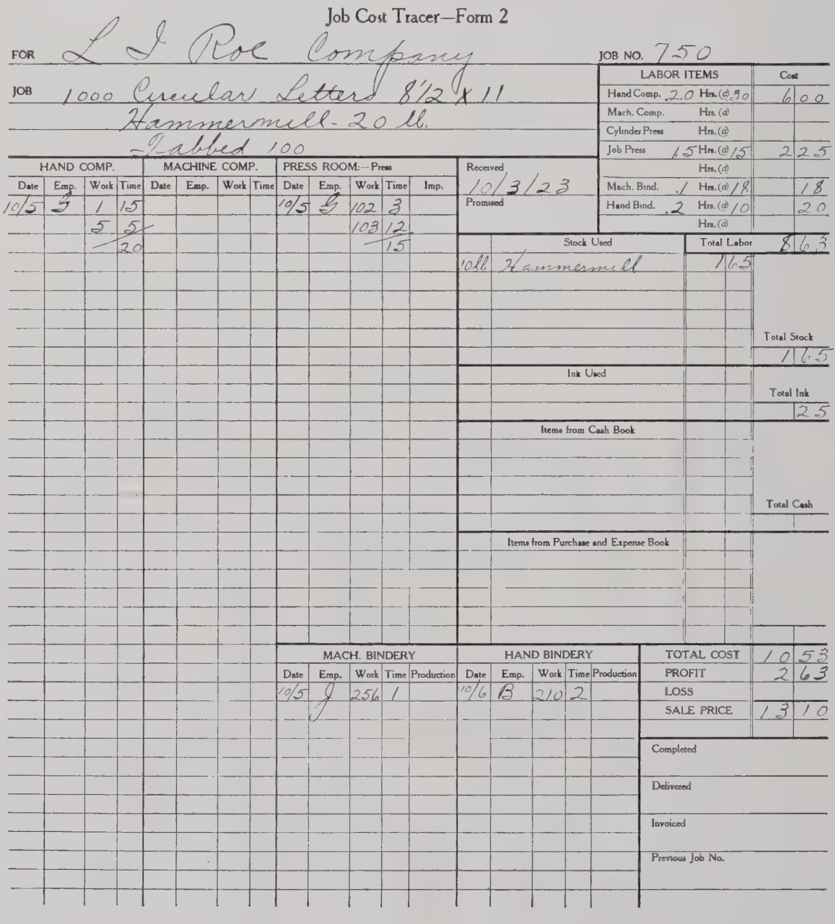
It is not practicable to reproduce here the time tickets of all the workmen in a plant nor the tracers of all the jobs which may be in process in the plant at one time. But the time ticket reproduced in Assignment IV in conjunction with the tracer of Job 750 will suffice to make clear the routine of the operation by which the items recorded by the workman on his time ticket become a part of the record of the job.

THE cost accountant has received time ticket of J. W. Grant for October 5th, shown in assignment IV. First he verifies the footing of the UNITS USED column which is accepted as proof of the correctness of the several items. He then proceeds to transfer the several items of chargeable time to the tracers of the jobs to which they are to be charged. Beginning with the first item, chargeable to L. I. Roe Company, Job No. 750. Turn to the tracer of that number in the Job Record book. Under the head of Hand Composition, enter date as shown at the foot of the time ticket; initial of the employee G for Grant; kind of work 1; number of units 15. Three other items chargeable to the same job are entered in the proper places. It will be noted that a complete history of each item of time is entered with a minimum of effort. Other items of productive time are chargeable to Dependable Baggage Company, the record for which will be found on Sheet No. 757 of the same book of forms.

Another item is chargeable to the newspaper published by this shop. It is customary to use a slightly different tracer form in a different number series for the record of the newspaper job although it differs in no material detail from any other printing job. A complete record of a newspaper job will be included with this assignment.

As each item of time on the workman's time ticket is charged off to the job on its tracer, a check mark should be placed after the item on the time ticket. The accountant continues down the column charging off each item of productive time to the job responsible for it and checking it. Care should be taken not to check any item of non-productive on non-chargeable time. These items may be distinguished by number and by the fact that no customer's name appears opposite them in the *FOR WHOM* column.

A JOB may require several days or weeks to complete its course through the plant and on each day one or more items of time chargeable to the job, may be found on the tickets of one or more workmen, from the several departments. The items are regularly recorded. It will be noted that these tracers provide space for the entry of many items of time in each of the mechanical departments, but in large plants this form is frequently found to be too small and it is then necessary to make a special form adapted to the needs of the plant.



Job Cost Tracer—Form 2

FOR L I Roe Company JOB NO. 750

JOB 1000 Circular Letters 8½ x 11
Hammermill - 20 lb.
Tabbed 100

LABOR ITEMS				Cost
Hand Comp.	2.0	Hrs. @	3.0	6 00
Mach. Comp.		Hrs. @		
Cylinder Press		Hrs. @		
Job Press	1.5	Hrs. @	15	2 25
		Hrs. @		
Mach. Bind.	.1	Hrs. @	18	18
Hand Bind.	.2	Hrs. @	10	20
		Hrs. @		
Total Labor				8 63

HAND COMP.				MACHINE COMP.				PRESS ROOM:—Press				
Date	Emp.	Work	Time	Date	Emp.	Work	Time	Date	Emp.	Work	Time	Imp.
10/5	G	1	15					10/5	G	102	3	
		5	5							103	12	
			20								15	

Received 10/3/23

Promised

Stock Used		
10 lb	Hammermill	1 65

Total Stock 1 65

Ink Used

Total Ink 25

Items from Cash Book

Total Cash

Items from Purchase and Expense Book

MACH. BINDERY					HAND BINDERY				
Date	Emp.	Work	Time	Production	Date	Emp.	Work	Time	Production
10/5	J	256	1		10/6	B	210	2	

TOTAL COST	10 53
PROFIT	2 63
LOSS	
SALE PRICE	13 10

Completed

Delivered

Invoiced

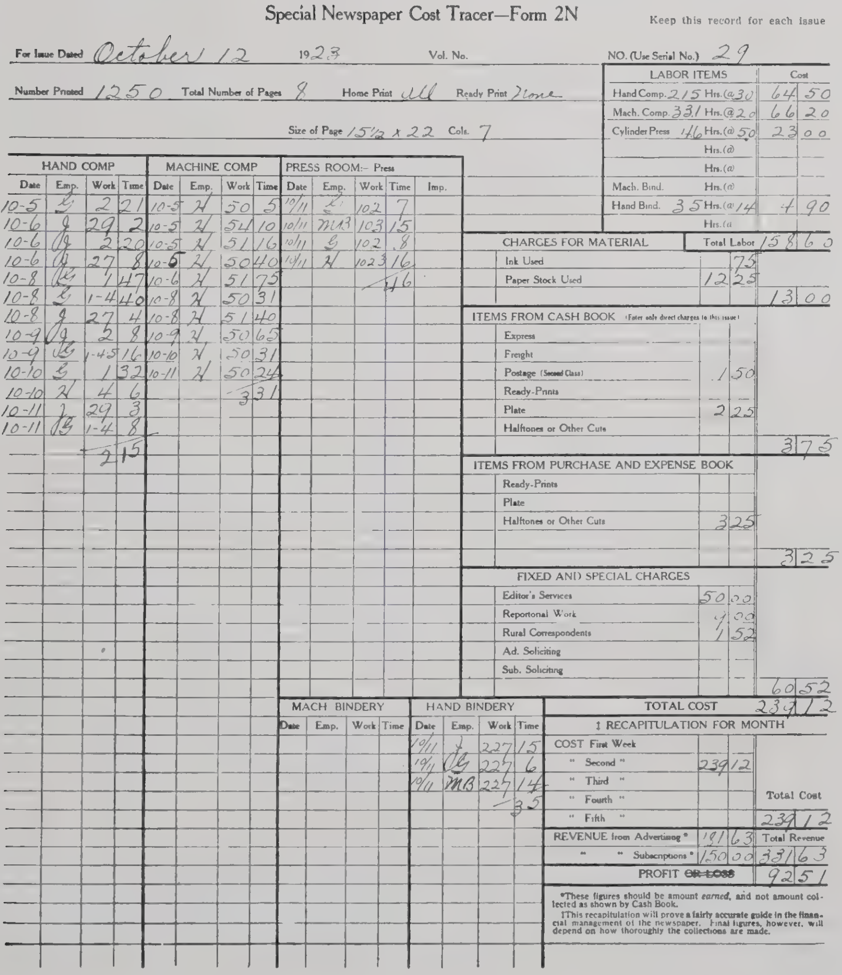
Previous Job No.

THIS installment makes a practical application of the principles of cost finding to the determination of the Cost of the Job. All the elements of the cost of a job are brought together on a form, known as The Tracer. The hour cost used in computing the cost of time has been previously determined by the experience of the shop.

— W. H. BRIDGMAN

WHEN the job is finally completed, the copy for same is returned to the Job Ticket envelope accompanied by the O. K. proofs and a copy of the completed job and it is placed in a receptacle provided for it and from which daily collections are made by the cost accountant. *The cost accountant then goes over the form to make sure that nothing has been omitted from the record of the job.* For instance, reference to the specifications will reveal to the intelligent accountant all the departments which should have contributed labor to the production of the job. These specifications may show that it was necessary to cut stock for the job, yet no charge for Machine Bindery No. 256, which is cutting, may appear on the record. Further investigation may prove that some item of stock clearly required has been omitted from the record. These are all subjects for investigation before the record is closed and the cost of the job is computed.

But being satisfied that nothing has been omitted through carelessness of workmen or through an error of his own, the accountant proceeds to compute the cost of the job. Under the head of LABOR ITEMS footings of the time items from the various departments are entered and their cost extended. Note the convenience of the decimal system for time denominations in computing these costs. The number of units of *Hand Composition* is 20 or two hours. The charge per hour is $3.00 or 30c per unit. The computation is easily and quickly made. The job press time is 15 units which is equal to one and one-half hours at $1.50 per hour or 15c per unit. One unit of *machine bindery* at $1.80 per hour or 18c per unit. Two units of *hand bindery* at $1.00 per hour or 10c per unit. The advantage of this system over the denominations of hours and minutes in computing the cost of fractional hours should be very apparent. A footing is now made of the *labor cost items* which is $8.63. The *stock charge* is taken from the Daily Stock Charge record under date of October 5th. We find this entry—Job. No. 750 for L. I. Roe Company, 10 lbs. 250 sheets, Hammermill Fol. price 15c. The invoice price of this stock was $1.50. Ten per cent is added to cover cost of freight, cartage and handling, making the cost $1.65 as nearly as we can determine it by this method. This item is extended to the cost column. A direct *charge for ink* should be made to every printing job in keeping with recommendations of the American Cost Congress. The amount of this charge must be determined from experience in the shop, the minimum to be 10c. The ink charge should be the subject of frequent conferences between the cost accountant and the pressmen. A grand total of the cost column shows the cost of the job to be $10.53.



Special Newspaper Cost Tracer—Form 2N

Keep this record for each issue

For Issue Dated October 12 1923 Vol. No. NO. (Use Serial No.) 29

Number Printed 1250 Total Number of Pages 8 Home Print All Ready Print None

Size of Page 15½ x 22 Cols. 7

HAND COMP				MACHINE COMP				PRESS ROOM:– Press				
Date	Emp.	Work	Time	Date	Emp.	Work	Time	Date	Emp.	Work	Time	Imp.
10-5	G	2	21	10-5	H	50	5	10/11	L	102	7	
10-6	J	29	2	10-5	H	54	10	10/11	MB	103	15	
10-6	JG	2	20	10-5	H	51	16	10/11	G	102	8	
10-6	JG	27	8	10-5	H	50	40	10/11	H	1023	16	
10-8	LG	1	47	10-6	H	51	75				46	
10-8	G	1-4	40	10-8	H	50	31					
10-8	J	27	4	10-8	H	51	40					
10-9	JG	2	8	10-9	H	50	65					
10-9	LG	1-45	16	10-10	H	50	31					
10-10	G	1	32	10-11	H	50	24					
10-10	H	4	6				331					
10-11	J	29	3									
10-11	LG	1-4	8									
			215									

LABOR ITEMS	Cost	
Hand Comp. 215 Hrs. @ 30	64	50
Mach. Comp. 331 Hrs. @ 20	66	20
Cylinder Press 46 Hrs. @ 50	23	00
Hrs. @		
Hrs. @		
Mach. Bind. Hrs. @		
Hand Bind. 35 Hrs. @ 14	4	90
Hrs. @		
Total Labor	158	60

CHARGES FOR MATERIAL				
Ink Used		75		
Paper Stock Used	12	25		
			13	00
ITEMS FROM CASH BOOK (Enter only direct charges to this issue)				
Express				
Freight				
Postage (Second Class)	1	50		
Ready-Prints				
Plate	2	25		
Halftones or Other Cuts				
			3	75
ITEMS FROM PURCHASE AND EXPENSE BOOK				
Ready-Prints				
Plate				
Halftones or Other Cuts	3	25		
			3	25
FIXED AND SPECIAL CHARGES				
Editor's Services	50	00		
Reportorial Work	9	00		
Rural Correspondents	1	52		
Ad. Soliciting				
Sub. Soliciting				
			60	52

MACH BINDERY				HAND BINDERY			
Date	Emp.	Work	Time	Date	Emp.	Work	Time
				10/11	J	227	15
				10/11	JG	227	6
				10/11	MB	227	14
							35

TOTAL COST			239	12
‡ RECAPITULATION FOR MONTH				
COST First Week				
" Second "	239	12		
" Third "				
" Fourth "			Total Cost	
" Fifth "			239	12
REVENUE from Advertising*	181	63	Total Revenue	
" " Subscriptions*	150	00	331	63
PROFIT ~~OR LOSS~~			92	51

*These figures should be amount *earned*, and not amount collected as shown by Cash Book.

‡This recapitulation will prove a fairly accurate guide in the financial management of the newspaper. Final figures, however, will depend on how thoroughly the collections are made.

Assuming that no estimate or advance price has been made on the job, we compute the profit at 25 per cent., which makes the selling price $13.10. If the job had been priced in advance, the sale price should have been entered in the space provided for it when the order was entered and the profit or loss would of course, have been determined by the cost.

The record of this job is now complete and the charge for the job can be transferred to the general accounting system. *The cost system has completed its work so far as this job is concerned.* The tracer is detached from the book in which it has been kept, if a loose leaf binder, to a transfer binder. If from the wire stitched book with perforated stub, it can be inserted in the job ticket envelope and become a part of the history of the job and filed away in some convenient system for future reference. The cost system number of each job should be used to identify it in the general accounts of the business so that the record of the job can be quickly referred to if occasion should require it.

Only blank forms and the records of unfinished jobs should be kept in the book of job records or tracers. Allowing the records of finished jobs to remain in the book causes unnecessary work and confusion in turning to the records of unfinished jobs to make necessary charges. The records of unfinished jobs will, if properly kept, show at any time a complete inventory of time and materials invested in uncompleted work. This is of the utmost importance in making a monthly profit and loss operating statement.

◆

IT WILL be apparent to the student that the Form 2, the INDIVIDUAL JOB RECORD or TRACER is of the utmost importance in the successful operation of the cost system. On this form, practical application is made of all the information gained through the operation of the system. *Charges to this form should be made promptly upon receipt of the time tickets,* usually in the morning following the date of the tickets. The incomplete records should receive the constant study of the cost accountant to determine whether or not the job is being properly handled and the foreman or management should be promptly advised of anything abnormal or irregular in the record as soon as it appears, that corrections may be made promptly.

(TURN THE PAGE)

Ever Give Away a Costly Job?

(CONTINUED FROM PAGE 23)

It is a matter of common knowledge that in printing plants operating without a cost system, orders for work are occasionally taken by workmen or other unauthorized persons and the work put in process without record being made of it. Instances are common of large jobs having been completed and delivered without any charge or collection being made for them.

The student will recognize the impossibility of such an occurence as this under the operation of Forms 3 and 2 of the cost system. Required to account for each unit of his time on Form 3, obviously no workman can do productive work for which a ticket, Form 1, had not been provided. And if perchance no entry was made of the order in the Job Record Book, Form 2, this will be discovered when any item of time chargeable to the job comes through to the cost accountant and the entry can then be made under the required number.

(To be continued)

Use Essay Contests As Schools Close

New York Publishers Work Out Simple Plan Which Can Be Used in Any Community to Build Paper

Co-operative essay contests by high school students are being used by members of the Western New York Publishers' Association. One paper in each town in the association's territory conducts a contest, with prizes by the newspaper. The winning writers in the local contests then compete for grand prizes offered by the association. All of the essays deal with the community relationships of the local paper.

Each essay is to be 1,200 words or less and must be based on some one of the following subjects:

1.—The Place of the Village Newspaper and Its Value to the Community.

2.—The Obligation of the Village Newspaper to the Community, and its Obligation to the Newspaper.

3.—What a Community May Reasonably Expect of Its Newspaper, and What It May Reasonably Expect of Its Community.

4.—Why and How a Community Should Support its Newspaper.

5.—The Village Newspaper as a Moulder of Community Thought.

6.—Any other appropriate subject relative to the village newspaper. (Such subject must be approved by the publisher)

All essays submitted in the contest must be in the hands of the school principal or superintendent at a set date. The award is announced at the annual commencement exercises of the school.

National Printer-Journalist Service Coupon

To University of Wisconsin, *Extension Division,*
Dr. Louis E. Reber, *Dean,*
Madison, Wisconsin.

Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the Bridgman-U. of W. Extension Division articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

(If interested in getting information about Complete Extension Course of Study on this subject,) check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant................................
.... *Title or Position*......................................
Street, No...
.........1924 *City*........................ *State*.....................

V. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.

Can You Deliver 20,000 Without a Muff?

Oregon Circulation Manager Develops Boys Who Can

W. H. Henderson, circulation manager of the Salem (Ore.) *Statesmen,* is using the "power of the press" to stimulate his carriers to their best efforts. He reports that the result is better delivery service from a majority of the boys.

The publicity is used in this way: The carrier that delivers his papers for a certain period without complaint gets his picture published in the *Statesman.* The subject of a recent sketch of this kind is a high school senior. He had delivered a route of more than 100 papers for more than eight months without having a complaint for which he could be held responsible. The picture is accompanied by a well-written story which points out that this 17-year-old lad has delivered more than 20,000 papers in a manner satisfactory to his patrons.

Mr. Henderson comments: "This stimulates the boys to work for this honor, in the first instance. Then when the boy's picture is published, he is naturally very proud of the honor, especially so when his friends congratulate him; and in most cases the teacher makes a clipping from the newspaper and mentions it in the school room.

"In any bunch of boys there are always some fellows who believe that complaints are indispensable, but when they see a boy with whom they are well acquainted establish an efficiency record such as this, it makes them sit up and take notice."

Rewards to Carriers Get Better Results Than Premiums to Readers

Dan W. Tanner, Utica (N. Y.) *Observer-Dispatch,* in an address to the New York Circulation Managers' Association, said that "the offerings of prizes of real value to agents and carriers are of far greater importance in building circulation today than offering subscription prizes to the readers."

Exchange Items, Credited Furnish a Good Department

How a good neighborhood news column can be made up from (duly credited) clippings from exchanges is illustrated by the Florence (Ore.) *Siuslaw News.* A heading "Suburban Notes" caps this group of items.

THE PROGRAMME IN BRIEF

The Bridgman-University of Wisconsin-National Printer-Journalist Series—began with the *Reasons for a Cost System* published in January.

A coupon is published each month, which when accompanying questions will insure a prompt and satisfactory reply. It should be understood that this service will be *without charge until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service, and readers who wish to ask questions for reply are of course expected to be "reasonable."

Those desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

TO CATCH UP

Readers whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, subject to prior orders.

Chieftain Bond

THE Standard! CHIEFTAIN BOND is standard because it answers the various needs of most paper users. It makes crisp and business-like letterheads. It is economical for use on most business forms. Its range of *fourteen colors* in addition to white gives it the preference where a large number of different forms are used.

Printers will find in CHIEFTAIN BOND a paper suited to offset and lithography as well as ordinary printing—an economical paper in all cases because of its uniform thickness and weight.

Standardize on CHIEFTAIN BOND!

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation
ATLANTA, GA.	S. L. Sloan Paper Co.
BALTIMORE, MD.	Barton, Duer & Koch Paper Co.
BOSTON, MASS.	W. H. Claflin & Company
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.
BUTTE, MONT.	Minneapolis, Paper Co.
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Co.
CINCINNATI, OHIO	Standard Paper Co.
CLEVELAND, OHIO	Petrequin Paper Company
DALLAS, TEXAS	E. C. Palmer & Co., Ltd.
DES MOINES, IOWA	Carpenter Paper Co. of Iowa
DETROIT, MICH.	Whitaker Paper Co.
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.
INDIANAPOLIS, IND.	Century Paper Co.
KANSAS CITY, MO.	Kansas City Paper House
LANSING, MICH.	Dudley Paper Co.
LOUISVILLE, KY.	Southeastern Paper Company
LOS ANGELES, CALIF.	Western Pacific Paper Co.
MILWAUKEE, WIS.	Allman-Christiansen Paper Company
MINNEAPOLIS, MINN.	Minneapolis Paper Co.
NEW ORLEANS, LA.	E. C. Palmer & Co. Ltd.
NEW YORK CITY	F. W. Anderson & Co.
OGDEN, UTAH	Scoville Paper Company
OKLAHOMA CITY, OKLA.	Kansas City Paper House
OMAHA, NEBR.	Field-Hamilton-Smith Paper Co.
PHILADELPHIA, PA.	D. L. Ward Company
PITTSBURGH, PA.	Potter-Brown Paper Company
PORTLAND, ORE.	Blake, McFall Company
PROVIDENCE, R. I.	Paddock Paper Company
RICHMOND, VA.	Richmond Paper Company
ROCHESTER, N. Y.	Hubbs & Hastings Paper Company
ST. LOUIS, MO.	Acme Paper Company
ST. PAUL, MINN.	E. J. Stilwell Paper Co.
SAN ANTONIO, TEXAS	San Antonio Paper Co.
SAN FRANCISCO, CALIF.	General Paper Company
SEATTLE, WASH.	American Paper Company
SPRINGFIELD, MO.	Springfield Paper Company
SPOKANE, WASH.	Spokane Paper & Stationery Co.
TACOMA, WASH.	Tacoma Paper & Stationery Co.
TOLEDO, OHIO	Commerce Paper Company
WASHINGTON, D. C.	Barton, Duer & Koch Paper Co.
WILKES-BARRE, PA.	D. L. Ward Co.
WORCESTER, MASS.	Charles A. Esty Paper Co.
Export — NEW YORK CITY	American Paper Exports, Inc.
ENVELOPES — WORCESTER, MASS.	United States Envelope Company
WORCESTER, MASS.	Logan, Swift & Brigham Envelope Co. Div. United States Envelope Co.
WAUKEGAN, ILL.	National Envelope Company Div. United States Envelope Co.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

Will 'Frequency' Rather Than Volume-Rate Steady Ad Work?

Ohioan Finds That Not Giving Lowest Price to Largest Advertiser, But Best Price to Most Regular Buyer of Space, Wins

HERE is a newspaper advertising rate card which allows a better rate for frequency of insertion than per volume of space used.

In a 1923 issue, the NATIONAL PRINTER-JOURNALIST published a rate card by a mid-western publisher in a city of 5,500 with circulation of 3,500, which was pronounced as remarkable by many readers for its unusual detail in stating *inch rates* for almost every combination of volume and frequency of insertion.

The following card, which was recently cited as an example at a publishers' national convention, is that of the Findlay (Ohio) *Morning Republican*, circulation well above 7,000 daily, and population about 19,000.

All display and local advertising is subject to 10 per cent discount if payment is made by the 20th of the following month in which advertising was inserted. The card follows:

LOCAL ADVERTISING RATES

Every day—under contract for one year	**per inch 30c**
Every other day—under contract for one year	**per inch 33c**
2 times a week—under contract for one year	**per inch 36c**
1 time a week—under contract for one year	**per inch 39c**
1000 inches—under contract for one year	**per inch 39c**
500 inches—under contract for one year	**per inch 42c**
300 inches—under contract for one year	**per inch 44c**
Church and lodge advertising	**per inch 40c**
Political advertising	**per inch 60c**
Open space	**per inch 50c**

Privilege reserved to make additional charge for difficult composition.

Advertisements ordered for full width top of page must be at least seven inches in depth.

LOCALS OR READER RATES

Locals set in 8 pt., body type of paper	**per line 15c**
Locals set in 8 pt., black face type	**per line 18c**
Locals set in 12 pt., light face type	**per line 20c**
Locals set in 12 pt., black face type	**per line 23c**
Readers of one inch or more—7 cents per inch plus regular display advertising rate	
Cards of Thanks	**per word 2c**
Obituaries and resolutions, four inches or longer	**per inch 50c**
Obituaries under four inches	**per word 2c**

When proofs are read and corrected by the advertisers The Morning Republican is released from responsibility for errors in set-up or spelling.

All display copy must reach this office not later than eight o'clock the night preceding publication. Copy will be accepted after this hour, and used if possible, but publication will not be guaranteed.

It is the policy of The Morning Republican to render to its advertisers the best of service at all times. You can assist us in doing this by having your copy ready when the solicitor calls for it as far in advance of publication date as possible.

CLASSIFIED RATES

6-pt. Lightface type	**1 cent per word**
8-pt. Lightface type	**2 cents per word**
8-pt. Boldface type	**3 cents per word**
12-pt. Lightface type	**4 cents per word**
12-pt. Boldface type	**5 cents per word**

No ads accepted for one time only for less than 15 cents.

When cash accompanies copy charge subsequent consecutive insertion one-half price per word per insertion.

RATE CARD OF THE FINDLAY (O.) *Republican*

REGARDING this unusual card, J. N. Heminger, business manager said in reply to an inquiry:

The lower rate for more frequent insertions tends to make the advertiser run his advertising more frequently, and the fact that we allow the user of small space to have the same rate as the large advertiser, does away with any charge that the large advertiser is favored by a lower rate. *We allow the lower rate on "frequency" and not on the amount of space used.* It is true we have a bulk of space rate provided, but you will notice that *the lowest rate for the largest amount of bulk space is the same as the one-time-a-week regular rate.*

We have found this plan works toward keeping our paper more evenly filled with advertising than when we based our rate on space alone, or when we gave a differential to large advertisers. It also works to the advantage of the advertiser in making a regular advertiser out of him, and we all know that it is regular and persistent advertising that brings results.

In explaining our system to the manager of the Chicago *Examiner* at the Associated Press meeting in New York, he complimented us on it, and said he believed it would help the solution of the city papers' difficulty in equalizing the load over the week instead of their having to run at least one paper a week, usually the Saturday evening paper, at a big loss.

THE prices in this card are published from a card bearing an effect date several months back, and not quoted as the current rates of the *Republican*.

1925-1926

FRANK CLEVELAND, secretary of the convention division of the Milwaukee (Wis.) Association of Commerce, and "Hank" E. Howe, Prairie du Chien (Wis.) printer-journalist, the Badger State vice-president of the N. E. A., report good progress in the campaign to have the 1925 convention and tour held in Milwaukee and the Wisconsin Rivers and Lakes Region, at the top of the Mississippi valley.

It is reported that Denver will seek the 1926 convention, and that the plan is favored as being in line with holding the meetings and outings in different sections of the United States each year.

Secretary H. E. Hotaling, St. Paul, advises "NPJ" that arrangements for the 1924 southeastern tour are complete and reservations have come in unusually rapidly.

His Caster Furnishes Cored Type-Highs

By G. W. WILKES
Gulfport-Biloxi (Miss.) Herald

YOUR article in NATIONAL PRINTER-JOURNALIST, "What to Do and What Not to Do in Seeking Profit in a Casting Box," interested me very much. Before we installed a modern full 8-column casting box a little over a year ago, I wrote to stereotype machinery manufacturers that I could locate, for a casting box that would cast *any* size *cored*, type-high plate.

I had invented such a box and applied for patent, but thought I would find one already in the market and save the cost of having a special plate made. I was unable to find it and had a Chicago casting machine manufacturer make my special plate on one of their casting outfits.

We have a Duplex flat-bed perfecting press which, as you know, is not a stereotype press, but we make with our casting box—and have been making for over a year,—type-high, *cored* plates a half-column size to full 8 column page, and average about two pages a day. It would be impracticable to cast comic strips, news pictures, ad illustrations, cartoons, etc., in type-high solid, as too much metal would be required and would be kept busy sharpening saws to cut through solid, type-high metal.

Our experience with my special casting box satisfies me that it is thoroughly practical.

Automobile License Number Stunt Used for Circulation

THE STRATHMORE (Cal.) *Sentinel* picked up license numbers of automobiles on the streets, publishing these in the next issue, and offering a subscription to all owners whose numbers appeared and called at the office to identify themselves.

BUY

The AUTOMATIC PRINTING PRESS that will give you maximum service

THE KELLY

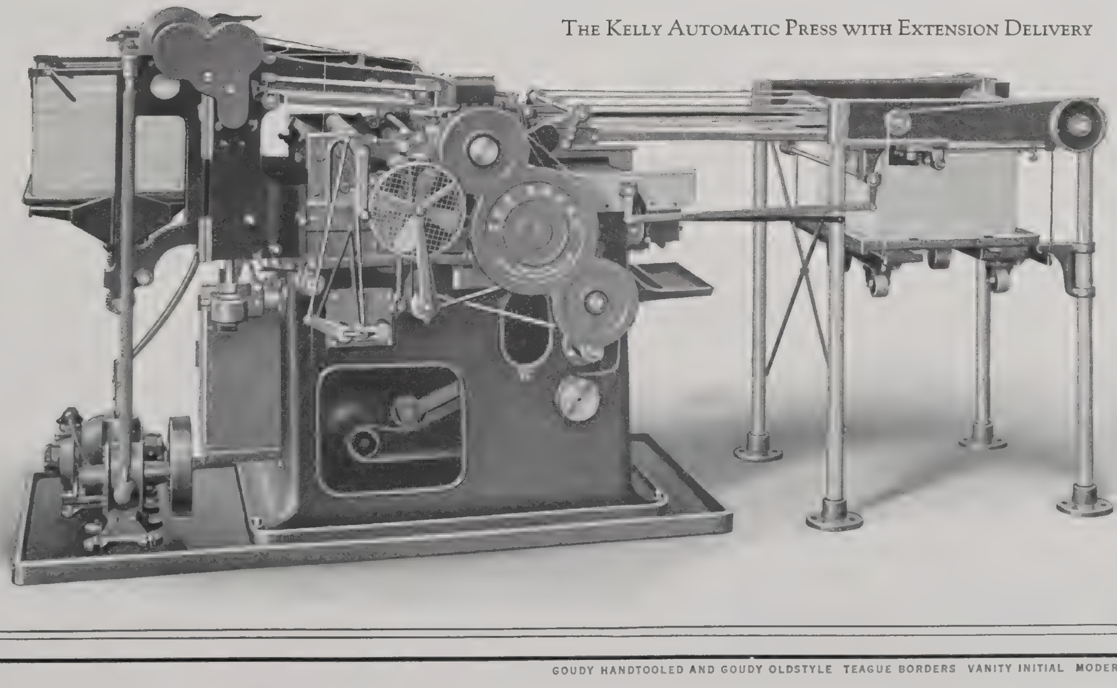
A PRINTING PRESS INVESTMENT is made for the purpose of realizing a satisfactory profit from operation. Most presses show some profit; some prove an expense. It is therefore wise to thoroughly investigate before purchasing to insure that the right selection is made.

The Owners of more than *Thirty-two Hundred* Kelly Automatic Presses have decided that the Kelly is the press for maximum service

Many of these have used Kelly Automatic Presses for years and know that they are the supreme profit makers in their plants. What better evidence of printing press efficiency can be found? No Automatic Job Press handles so large a range of work, none operates at such high, constantly maintained speed, none has the conveniences or exclusive features that make presswork a pleasure to the operator. Let us mail you several opinions from your fellow craftsmen to prove our claims.

American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES



THE KELLY AUTOMATIC PRESS WITH EXTENSION DELIVERY

GOUDY HANDTOOLED AND GOUDY OLDSTYLE TEAGUE BORDERS VANITY INITIAL MODERN BRACKETS

Milwaukee (Wis.) Municipal Auditorium Where Craftsmen Will Convene

Printing Schools Take Part in Unique Craft Demonstration

Dr. Frank Crane's New "Craftsmen's Creed" to Be the Subject, and Honors Will Be Awarded at Milwaukee Graphic Arts Exposition, Aug. 18-23

PRINTING SCHOOLS, no matter where located, now have the most unique opportunity in the history of this type of educational work, to demonstrate the art and at the same time gain international recognition "for a job well done".

Dr. Frank Crane, preacher and newspaper and magazine writer, has written a "*Craftsman's Creed*" for the Milwaukee Club of Printing House Craftsmen, including the Milwaukee Graphic Arts Exposition, Inc., which is preparing the international exhibit and convention to be held in Milwaukee, August 18-23.

This creed is regarded as a powerful and expressive statement of principles and ideals for printing house craftsmen.

The Graphic Arts Exposition management has approved a plan which will give the Creed the international recognition it deserves, among all vocations and walks of life—all users of printing—and at the same time also give unique recognition to the educational work which is being carried on increasingly in behalf of the practice of the graphic arts.

The creed, copyrighted by the Milwaukee Craftsmen as a lasting memento, is reproduced herewith in a simple manner designed to serve only as a text in connection with the present enterprise.

SCHOOLS of printing everywhere are cordially invited to put this Creed into work in their classes and plants, and endeavor to reproduce it in the most attractive and striking way they can devise. This may take the form of a card, folder, broadside, poster etc., etc., according to the best judgment of schools and students—the result must be in some form of the printing art.

The schools and students who accept this invitation are asked to send their productions to the Milwaukee Graphic Arts Exposition, Hotel Pfister, Milwaukee, Wisconsin. The contributions will form one of the chief exhibits at the exposition in August.

Craftsman's Creed

By FRANK CRANE

(*Copyright* 1924, *Milwaukee Graphic Arts Exposition, Inc.*)

I BELIEVE in Work.

I believe in doing the kind of Work that is of real Use.

I believe that one of the best tests of whether Work is Useful or not is, that people are willing to pay money for it.

I believe in Work that is of value to people now Living, that I am a part of this Generation, that I should serve my Contemporaries and co-operate with them, and that the best assurance that my Work will be appreciated by Posterity is that it is of practical worth now.

I believe that I have a right to expect pay for my labor, my chief concern is to do my Work well, as the joy of good Work well done is the highest form of satisfaction.

I believe that the most dependable kind of Happiness is that which is a By-Product of Work; that no Play is worth while unless it refreshes and restores the power and disposition to Work; and that no Rest is sweet unless it is earned by Work.

I believe no man can do good work unless he Loves it.

I believe no man can do work unless he submits to training and practice.

I believe that all Work done in Love and following training and practice, will be Beautiful.

I believe that the perfectly Useful is always Beautiful, and that whatever is Beautiful is Useful.

I believe that no man lives unto himself nor can do his best work by himself; for he must learn of his Masters, he must co-operate with his Fellow Craftsmen and he must produce something that shall be valuable to the people.

I believe in no Class, Party nor privilege, but that every man should be judged by his Work, and that he is entitled to respect and position only by virtue of his Inner Character and his Outward Product.

I believe that God is no idle King, seeking the adulation which kings crave, nor indulging in the petty pleasures of a monarch's vanity; but that He is the infinite Worker, expressing Himself in the creation and continuous upkeep of His universe, and finding His joy in the forthputting of His almighty energy.

I believe that I imitate Him and am worthy to be called a Son of God, only as I also, in my small corner, do my Work and find joy in it.

I believe every human being was born to do some kind of good work, and that in doing it he finds his best excuse for living, and the most intelligent answer to the question, "Why Was I Born?"

Entries should be turned in as soon as possible, consistent with good study and work of the project. An entry may be submitted as for an individual student, a class, or an entire school. Or, students of various schools and classes may hold competitions among themselves and send in the best examples according to the judgment of teachers or committees. No restrictions are set up as to these details, except that each entry must be accompanied by a letter giving such necessary information as the name, address, age, school and class of the entrant, and attested by a teacher or faculty, or proper committee as to its source.

Certificates of Merit will be awarded at the exposition, judgment being rendered on the entries by a committee composed of leaders in printing craftsmanship.

Copy of the text of the Creed may be obtained free of charge on request to the Graphic Arts Exposition, Inc., Hotel Pfister, Milwaukee, Wis.

Illinois Association Chief Demands More Back Bone

CALLING attention to rising prices in all markets, a bulletin of the Illinois Press Association asks publishers to "wake up and shake off the idea that they must cut prices or do work cheaper because others are doing the same thing." It points out how trade journals, paper houses, type founders and supply and equipment companies are doing everything they can to help printer-journalists succeed. "With all this work going on, one miserable junk print shop thinks it can get all the printing in the world by sending out cut price circulars, and every printer in every town where these circulars go gets cold feet and so 'meets the prices' to keep work from going out of town * * * The duty of every organization is to investigate the advancing prices in both labor and other things and then to tell their members the true state of things. There is no other remedy at the present time. With full knowledge of conditions the members and non-members will be able to protect themselves and not meet with disaster later on. As other depressions have followed plenty, so will a depression follow this new revival of good times. Lay something aside for the dull time to come. Don't forget this great thing."

Something New in Jump Lines For Long, Page One Stories

THE Pasaic (N. J.) *News*, when jumping a story from page one to the inside, uses "continued lines" like this: "Turn to No. 4 on Page 8." Thus, each jump is numbered. The runover does not carry the usual duplicate of the newshead of the story, but lines like this: "No. 4, Continued from Page 1."

Pots that Produce Profits

Anything that will help speed up your production department will make money for you, and that's what we are all working for nowdays:

—that is why you have installed composing machinery and that is why you will eventually adopt the electric metal pot.

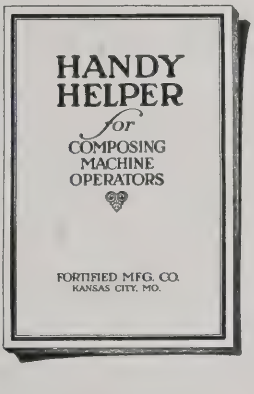
FORTIFIED

Interchangeable

Electric Metal Pots

will add to the efficiency of your composing room, will give you from 10 to 25 per cent greater output from your slug casting and type casting equipment — will show a profit at the end of the first year over and above the comparatively small cost of the added equipment.

Fortified Interchangeable Electric Metal Pots are doing this for other progressive plants, they will do it for you.



is an interesting illustrated booklet containing valuable information that can be used every day by composing machine operators, to lighten their labor and worries, and to make money for their employers. Contains information about how to adjust machine troubles, metals, formulaes, "toners," shortcuts and safeguards as well as information about electric metal pots.

Write for your copy today — it's free.

FORTIFIED MANUFACTURING COMPANY

14th AND AGNES AVE.
KANSAS CITY, MISSOURI

"Fortified Means Satisfied"

Running Off Ad-Circulars Can Easily Be a Losing Contract

Here Are the Experiences, Carefully Analyzed, as to One Daily Plant's Costs, Methods and Returns; a Few Rules to Study

MORE advertisers in all sizes of communities are following the practice of having newspapers run off circulars of newspaper ads for house-to-house distribution. Newspapers, large and small, are beginning to become alert to the *costs* vs. the *revenue* from this class of work, and fewer are of a mind that they can afford to look at the jobs more or less as a "favor" to an advertiser. The Worcester (Mass.) *Telegram-Gazette* has endeavored to get at the bottom of this problem, and sets up the following:

"The paper cost is $3. or more per thousand for four-page papers. This price is on a contract basis for carload lots. We find that the stereotyping labor and material cost is $1.50 per page. This does not include use of machinery, etc.

"The press room cost for labor is time and one-half, and this, with ink, oil, rollers, etc., will figure $1 per thousand.

"Then there is the mailing room cost of handling, including wrappers and string for tying up the bundles; with some extra costs in all departments on account of breaking routine work.

* * *

"In addition to the above, the use of our machinery and the wear on a $100,000 press plus power, lights, etc., is no inconsiderable item. All of these factors should be considered and when consideration is given, it clearly shows that the lowest possible price that can be charged to advertisers, who intend to run the full copy used in the circulars, is $6 per thousand for two page circulars and $10 per thousand for four page circulars.

"*Under no circumstance is it advisable or profitable to do any printing whatever, when copy is not to be used in our paper in full,* because to print a four page circular, when only two pages are to be used as advertising, entails a heavy charge in our composing room, and our detail sheets show a cost of 70c per inch for composition.

* * *

"We have every desire to render every service possible to our advertisers, but we do not feel that we should render any service at a direct loss to ourselves, when the customer is reaping a substantial benefit from the service rendered."

GUY E. NEWARK

BEATING A POOR SITE WITH A VERY GOOD PLANT

(CONTINUED FROM PAGE 12)

THIS room should be shut off by a well constructed sound-proof partition with a heavy,weather-stripped door; for right beyond is the stereotyping plant and metal room, with its melting pots and machinery. The stereotype foundry in the plan seems to be filled with machinery; but in reality, probably, the head-and-tail cutter and the shaver will be combined in one finishing machine, and the saw will not have the trimming attachment. Probably, also, the stereotyper will back up his mats so the router will be a superfluity. And perhaps dry mats will be used, so the tissue holder and steam table and storage bins will disappear, and be replaced by only a humidor and roaster. But we are planning for wet mats, and frequent casting of type-high plates, etc., so we'll let the room stand as it is, and then find plenty of space.

THE architect should pay especial attention to safety, heat insulation, and ventilation in the stereotyping room. And the power elevator leading to the pressroom should be designed to carry two tiers of plates at sides and back, or even three tiers, of a total weight of 1000 pounds. The floor of the foundry should be covered with sheet steel, and the walls with double asbestos, preferably with air space.

Just here let me state that the light of this entire second floor, so far as natural light is concerned, is to be by skylight, saw-tooth type, with exposures to the north. Those over the foundry should be of generous size, with cord-controlled ventilators in the ends. The flue should be separate from that of the boiler-room, and if necessary an exhaust fan should be placed in one of the skylights.

IN the next department—the composing-room—we come to the place where everybody hurries, all the time. It costs about a nickel a minute for the time of everybody in this room.

Let's start with the foreman and place him at a point most convenient. He cuts the copy for all the Linotype operators, and frequently supervises the work of the ad alley and the make-up men. Here he is, at this desk here, with the pneumatic carrier at his hand. Every minute or two someone is at his desk for copy. You'll note that all the men can reach him easily.

Within a very few minutes, the Linotypers are in a procession to the dump, and that is convenient to all. (By the way, in the Linotypers' department the wall anchors will be in profitable evidence, they beat magazine racks.) From the dump, the galley-boy works to the proofpress and the correcting-table. The proof-readers are near at hand, and after correction the galleys go to the receiving table right in the heart of make-up activities.

From the other side of the room comes display matter, all progressing toward the proofpress, proof-readers, correcting table, and make-up; and pretty soon we've got enough stuff together to demand the attention of the make-ups.

Now, everything produced by these men must have some place for its orderly reception. And every appliance they use must be where they can get it not only easily but instantly. That is why the ad alley is arranged as shown. The proper cabinet is a complete workshop for each of two men. Along the walls should be standing galley shelves (here, again, the anchors) in tiers seven high, for base, borders, large metal type, long leads and slugs, quarter cases with fractions, commercial marks, and other sorts. From the cabinets, but a step to the saw trimmer, and the ad man's work is nearly ready for the make-up.

Just put a make-up man at work in a room furnished as this one is, and compare his performance with another who has to work in the average room.

THESE arrangements belong to the modern plant because they insure a perpetual saving in operating costs. It may cost like thunder to fix 'em up, but *it will cost like heavier thunder to do without them.* The plant I have outlined will easily produce sixteen pages each working day; and the issue can be increased to almost any reasonable extent by simply running an extra shift on time copy. The ad alley can care for 3,000 inches without trouble; and if they'll let out an extra link it can be swelled to 4,000 without overworking anybody.

*This article is based on parts of an address given before groups of Ohio newspaper publishers and published by "Ohio Newspaper."

TYPE METAL TROUBLES—

Gardiner's

Is Fine

Type Metal

ARE ANNOYING and no matter what metals you use, you may run into them any day. It is best to submit the problem to an experienced person.

Our Mr. L. D. Staplin has "Shot trouble" for nearly a quarter century and hits the bulls eye so quickly it looks simple. Then he explains why and how so that it will be less likely to occur again.

The charge for this service is your good will and we invite you to try it when in need.

Gardiner Metal Co.

Established 1901

1356 West Lake St. Chicago, Illinois

Fair Prices for Farm Products, Wedge for Big "Y" Success

City's Clubs, Merchants and Schools Join With Newspaper and Perform Good Will Marvels

By GEORGE C. HANDY
Publisher, Ypsilanti (Mich.) Ypsilantian-Press

FORMERLY grocers and other retailers paid farmers coming to Ypsilanti stated prices which seemed low to the farmers as compared to the prices charged for the goods they bought of the dealers. It was difficult to remedy this situation, but we worked it out in the firm belief that the greatest barrier between rural and city people, speaking from a business point of view, is marketing conditions. Farmers will not come to a town where they feel they are being dealt with unfairly.

A large store, believing in large volume and quick profits, began to advertise freely, emphasizing that it paid proper prices for farm products. Other stores fell in line. A city market for farmers was established through the cooperation of the Board of Commerce.

Meanwhile our news columns recognized rural activities, and stressed them to the limit. We encourage correspondents to use the 'phone freely. We also keep in touch through local farm clubs and rural school extension work. Honor roll pupils, those neither absent or tardy, are good news with us. Often farm meetings are covered by more than one representative.

IN THE FALL we have a harvest festival on our streets, much like a country fair. Prizes are awarded to exhibitors, to whom storekeepers turn over their windows, for largest loads of children from rural schools, for displays of cooking and handicraft, and so on. Last year's festival may serve as an illustration of what is done, and how.

The Kiwanis and Rotary Clubs, very active, did big work. The former's members became patrons of rural schools. Each member took a lunch box to the school assigned to him and ate with the children, instead of the usual weekly Kiwanis luncheon meeting. Then he helped work out floats for the parade held on Friday night, with prizes. Rotary members worked similarly with the local, city schools, each having a grade to look after.

Business men provided gifts, things children want, baby bricks of ice cream, sample packages of foods and toilet articles, etc. They gave over their windows to exhibitors of farm products, with prizes. This is a striking point in creating the co-operative spirit. Thousands thronged the streets, and a splendid spirit of co-operation and good will prevailed between town and rural citizens. If this necessarily brief outline, is of interest to fellow readers of NATIONAL PRINTER-JOURNALIST, you are welcome to it. The returns we are getting for this effort, are obvious to any printer-journalist. They involve every department of our plant.

How to 'Go Elswhere' and Get Results

By CHARLES M. MEREDITH
Prop., Quakertown (Pa.) Free Press

OUR POPULATION is only about 5,000, and we are forty miles from Philadelphia. But the Philadelphians who were once Quakertonians hold every year a Quakertown Day in Hunting Park, Philadelphia. Multitudes of Quakertonians go down to see the Philadelphians, and oodles of Philadelphians go out to the Park to see the Quakertonians. And that's that.

We gents and gentiles from the Tall Sticks have no peeve against the Urbanities—and they do not seem to have any edge, prejudice nor sneer for us. And there you are. It took some wise, former Quakertonian, but now Philadelphian, about fifteen years ago to set up this game—and there are more players every year.

Incidentally the *Free Press* distributes about 200 sample copies at this annual reunion—which adds, Mr. Meyer, to our 3,500 circulation of 16 pages, $2 per year—preferably "in advance."

STAR SCRIBES' PICNIC IS BIG BOOST FOR PAPER

FOLLOWING a policy of maintaining close touch with rural correspondents, the *Allen County Star*, Lima, O., put on a special "Star Scribes' Picnic" at the county fair there. C. F. Heller, editor, provided a large rest tent. All friends of the *Star* had standing invitation, and in it was held on the opening day of the fair a correspondent's picnic dinner, with informal talks on newswriting and on the policies of the paper. Sixty correspondents attended. As they registered they were given a big *Star* button, three and a half inches in diameter, with their name printed on it. Each correspondent was asked to bring one or more guests. The guests also were given badges. The *Star* has run a short correspondence course in reportorial work on its correspondence pages. It is now running from one to two pages of local news letters, and paying a dollar for each letter accepted.

MRS. TILLIE HODGE
Tiskilwa (Ill.) Chief
(From Her Family Album)

7 Galleys by Hand a Week, at 81

TO THE EDITOR OF *"NPJ"*: In a recent issue you pictured Mike Nash, 70, at work in a Ohio newspaper office. We have a lady in our office, that of the Tiskilwa (Ill.) *Chief*, who at 81 sets seven galleys by hand of leaded 10-point, news type, every week for the *Chief*, and throws it in again. Mrs. Tillie Hodge learned the trade in the office of the Bureau County (Ill.) *Republican*, worked on the Chicago *Times*, and on other papers in many different parts of the country. W. M. REPINE.

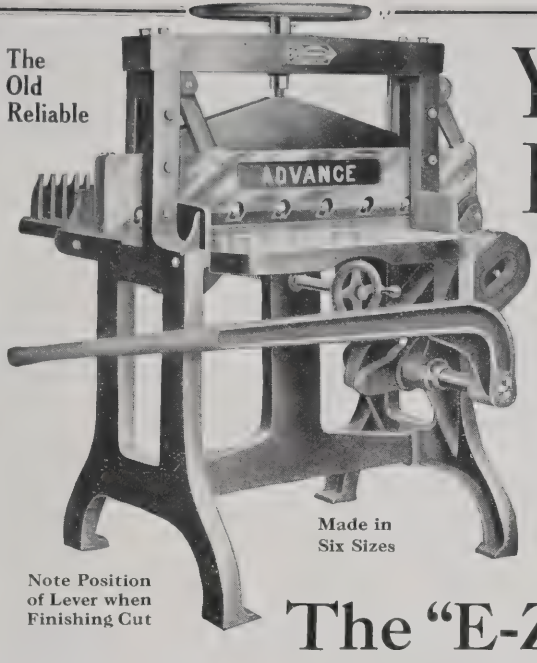
EDITOR'S NOTE: Thanks to Mr. Repine for this contribution. The photograph of Mrs. Hodge, born in Ohio in 1843 and believed to be the oldest active woman compositor in this country, was the latest available. "NPJ" extends a cordial invitation to others having material of such interesting nature, to send in photographs and descriptive matter.

Lunch Club Meetings All Over County

By F. GEHRING
Oakdale (Ill.) American

WE GO the limit in pushing plans for agricultural development. And the point is: We stress the desire of the merchant and Chamber of Commerce to assist the farmer.

Once every month we have a County Luncheon Club meeting. The meetings are held in rotation in different towns and farm communities. Sponsored by the newspaper and the business men, it is promoting a genuine feeling of cordiality. Each business man is expected to invite and carry with him at least one farmer from his community. We often have from 75 to 100 present.


The Old Reliable

Made in Six Sizes

Note Position of Lever when Finishing Cut

You Take No Chance In Buying an Advance

In the lead for over 30 years

Made in Five Sizes, from the 16 and 19 inch Pony with or without Iron Stand, to the sturdy 23¼, 26¼, and 30 inch sizes as illustrated.

Powerful compound leverage; extra long, quickly adjusted interlocking back-gauge; adjustable gibs in side-frames; side-gauges on both sides, both front and back; half-inch cutting stick with facilities for easy removal, are only a few features of the ADVANCE.

The "E-Z" Cutter

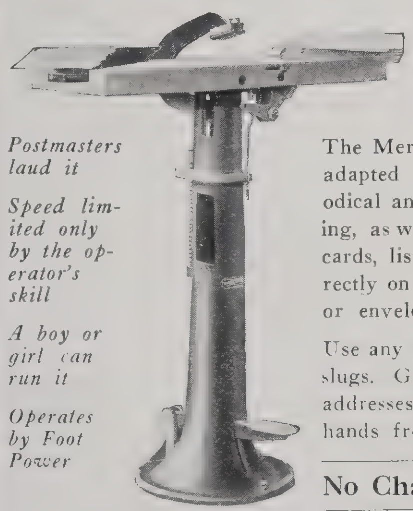
Advance Pony Cutters are thoroughly practical small cutters and do accurate and rapid work. Hundreds of printers use them for their small jobs to release the larger cutter for heavy, large work. They are also used in the supply departments of Railroads, Insurance Companies, Banks, Photo Finishers, Public Service Corporations, etc.

SOLD AND GUARANTEED BY ALL SUPPLY DEALERS

16 and 19 Inch "Pony"

With or without Iron Stand

MERCANTILE Foot Power Addressing Machines


Postmasters laud it

Speed limited only by the operator's skill

A boy or girl can run it

Operates by Foot Power

No Labels to fall off in the Mails

The Mercantile is especially adapted to newspaper, periodical and envelope addressing, as well as for statements, cards, lists, etc. It prints directly on the paper, wrapper or envelope.

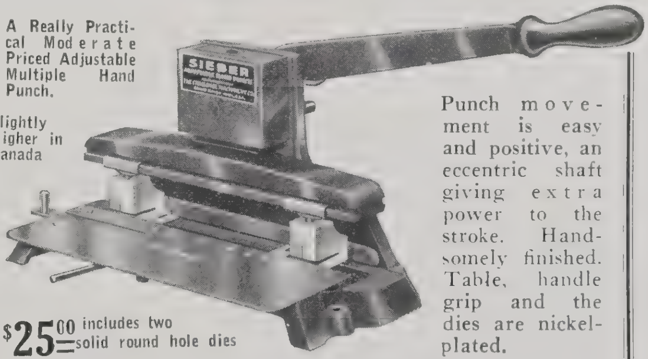
Use any size type or linotype slugs. Galleys hold 50 to 100 addresses. Operator has both hands free for feeding.

No Chance for Error

Send for Prices and Booklet describing the Mercantile and Mercantile Galley Cabinets

The Sieber Adjustable Hand Punch

Strongly constructed and will handle all kinds and sizes of loose-leaf sheets. Self-sharpening dies are easy to adjust, and table is graduated in plain figures to facilitate quick adjustment. Has adjustable back-stop for back edge of sheet.


A Really Practical Moderate Priced Adjustable Multiple Hand Punch.

Slightly Higher in Canada

$25.00 includes two solid round hole dies

Punch movement is easy and positive, an eccentric shaft giving extra power to the stroke. Handsomely finished. Table, handle grip and the dies are nickel-plated.

SOLD BY DEALERS—ASK FOR SIEBER CIRCULAR

THE CHALLENGE
MACHINERY CO.

Challenge Creations for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U.S.A.

CHICAGO
124 S. Wells Street

NEW YORK
220 W. 19th Street

Puts the *Fortissimo* on Job Shop Slump With Hymn Book

Good Tip for a Seasonal Quietude Which Hits Some Plants, in Story of the Late E. A. K. Hackett, Ft. Wayne (Ind.) Sentinel

By FRANK H. WILLIAMS

A JOB DEPARTMENT going full blast all the time is the heart's desire of every publisher. The late E. A. K. Hackett, former publisher of the Fort Wayne (Ind.) *Sentinel* had a plan for keeping his men and machinery continually on the go with specialties.

The main specialty of the job department was an inexpensive pamphlet of gospel hymns, 100 in all, which sold in lots of 100 at 3 cents a copy. The hymns were all lively and interesting and were more of the kind used by the Salvation Army than of those found in the orthodox hymnals, and it was undoubtedly because of their snap and go that the hymns were very popular.

How were they sold? Advertisements for the books appeared in the *Sentinel* right beside a syndicated sermon by some prominent preacher of the day. Each week copies of the paper containing the sermon and the advertisement were sent to various Protestant churches, evangelists and Sunday schools. Generally as many copies of the weekly edition of the paper were distributed in this way as the postal authorities would allow at the regular newspaper rate. Each copy was marked in red ink so the readers would be sure to see the advertisement. Sample copies were mailed to all desiring them. This constant circularization brought in enough business to net about $8,000 a year on the hymn book business.

THE BOOKS were printed on news stock on the company's web press during the "off" hours. A two-color cover was used. All binding and wrapping of packages was done by girls in the job department.

It is evident that the cost of producing the hymnals was very small indeed, and as they sold at a much lower price than any other song books obtainable they had a very wide sale among small churches and Sunday schools, and at revival meetings.

New Slant On a Good Old Newspaper Promotion Stunt

A GROUP of items in the St. Johnsville (N. Y.) *Enterprise and News* each begins: "D Y R W Miss Grace Gene Jingles was adjudged the prettiest girl in the county, at the fair—she holds the title yet, to our mind," etc. Just a new and improved way of handling a "Do You Remember When" department.

F. A. MILLER

Co-Operation, and Not Retaliation His Key

By F. A. MILLER
Editor, South Bend (Ind.) Tribune

NEWSPAPERS unaided by essential assisting influences cannot hope to break down the barrier that seems to exist, apparently does exist, between country and city people. The newspaper, to be a potent factor to accomplish this most desirable result, needs to attract to it co-operatively every influence that can be of assistance. Then must follow a process of education through the press.

This process should be such as to convince rural and city people that the world is small, that the one is essential to the health, happiness and general progress of the other, and that the advancement of both can be accomplished more quickly by marching together. This education should endeavor to create a closer social and business relationship, a better understanding of business needs.

It should break down the age-old suspicion on the part of the farmer that the city people are constantly endeavoring to give him the worst of things, and that he must retaliate.

If newspapers will undertake to solve the problem on the foregoing lines and will appreciate that the solution is likely to come slowly, they will ultimately accomplish much.

Bill, Country Editor; a Word Picture

THE editor of the agriculturalist department in the Boston (Mass.) Christian Science Monitor, pays this tribute to the Country Editor:

> Of course we get the daily papers from the city. But we are separate and independent enough out here to have a local weekly paper. It's a real paper, too, and circulates round about over quite a territory in this part of the county. The editor of our weekly paper is a gentleman of parts; though we call him Bill, it is because we are privileged and because he is truly democratic. Bill stops in now and again, and more often we stop in at the editorial office, to chat. For Bill is the best gossip we know. We think him a man peculiarly fitted for his job. He is a retired minister, and he prepared for the ministry with a classical education. When we say classical education today, as Bill now and then has to remind us, we are using a misnomer, and betraying our characteristic loose thinking. For Latin, as Bill says, is the only classic now taught in our schools and colleges, and almost without exception the boys and girls we speak of as being at a classical college are not studying Latin. Instead they are studiously avoiding it. In Bill's day Latin and Greek were the all-important subjects, both at preparatory school and college. And they made Bill a good editor.

Discounts Not Proper as Business Item

By HERBERT PETERSON
Business Manager
New Haven (Conn.) Journal-Courier

WE do not make an allowance to advertisers who furnish either cuts or mats. Allowances or discounts for furnishing cuts or mats are not proper, in a business sense.

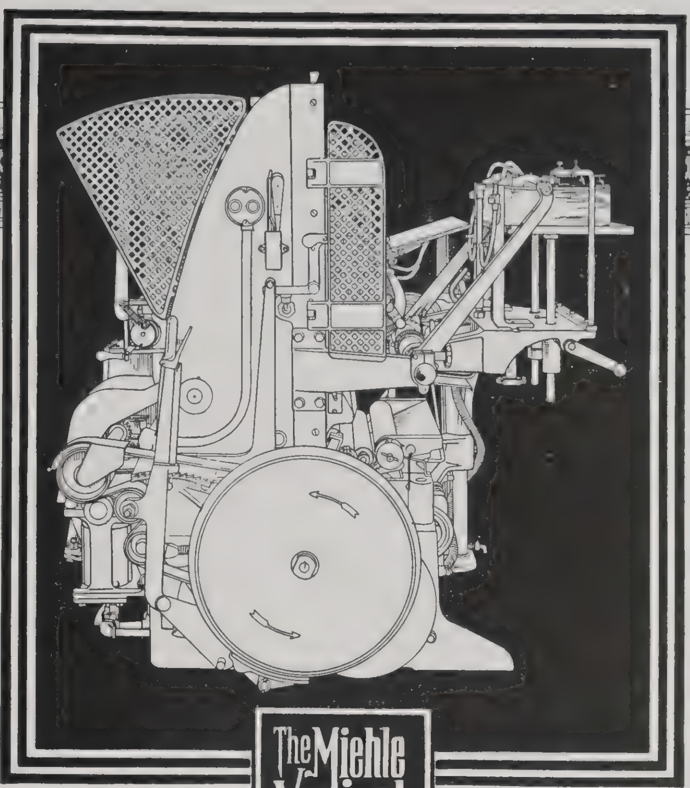
The saving is trifling, and more than absorbed by the changes frequently desired and claims for allowances for poor impressions, etc.

Requests for reductions are frequent, but newspaper practice in New Haven is fixed on an inflexible space rate.

Removes Ill Feeling Election of Farmers

By D. D. BRUNER
Industry (Ill.) Press

REALIZING the feeling that country folks often have, that they are "inferior", we have tackled the problem by including country folks in social affairs of the community. Our township high school has five directors. Four are selected from country residents, though the town could elect all. We have an annual horseshow. It is managed by the farmers and their wives. Our band has nearly half country people. They are elected to lodge offices and church trusteeships. Great inroads have been made on the "feeling" that existed.



The Miehle Vertical

A NEW ERA

NEW eras are recognized only *after* they have arrived. Their *effect* must be actually seen. The Miehle Vertical is responsible for a new era in Job Printing. For the first time in printing history, we have a real job press that will print *anything*, within its size and thickness limits, well, quickly and economically.

Low-grade work costs less on the Vertical and high grade costs much less.

Those printers who most quickly recognize that the Miehle Vertical has brought about a new era in job printing, and act accordingly, will reap the profit and prestige.

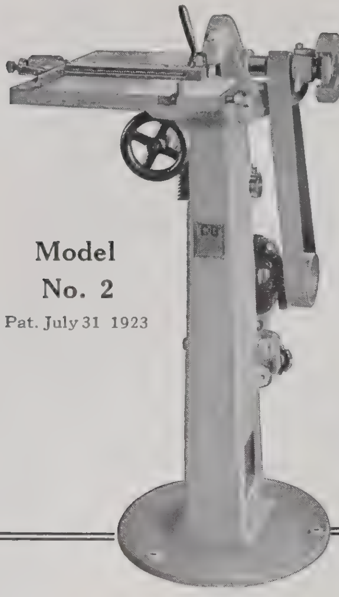
YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada



Model No. 2
Pat. July 31 1923

Shipped Ready for Use

Now—

Another Great Newspaper, the

Chicago Tribune

selects the C. & G. Trimmiter as the most useful Saw and Mitering Machine.

After using one for a long period, the Tribune has just ordered another

C & G TRIMMITER

The general utility, positive locking device, safety and speed were the deciding factors.

Price means little to this great organization. It selected this low-priced saw ***only*** because it was ***the best.***

C. & G. always wins in competition. Can you afford to be without this low-priced and best saw on the market? Every user says it's ***best.***

Let us send you our new circular fully illustrating and describing our three models of Trimmiters.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

Drops Gas, Uses Oil to Melt Metal

By Frank M. Sherman

In "Trade Compositor"

Doubtless printing and newspaper offices have made use of fuel oil as a heating element for remelting Linotype slugs and Monotype metal for repigging. A really practical arrangement had not previously come to my notice, however, until I investigated that used in the plant of the Mathews Typesetting Company in Chicago. There Mr. Mathews has had fitted up an apparatus by which he uses fuel oil instead of gas for remelting his metal, and I have his word for it, that its use costs him approximately one-third of his previous gas bills.

Mr. Mathews has been using fuel oil for house-warming purposes in his home, and he conceived the idea that if oil could be used to heat a dwelling or run a locomotive it might also be used for remelting slugs and type metal in his composition plant. He secured the co-operation of the salesman who had sold him the oil-burning device he uses in his home.

A gallon of fuel oil will, if combustion be proper, develop 152,000 British thermal units of heat, while a thousand cubic feet of the gas used in Chicago for fuel purposes (it is the ordinary manufactured illuminating gas), will develop but 650 units. Gas is sold at $1 per thousand cubic feet and fuel oil at about 10 cents per gallon.

In fact, the real problem is not to get the heat out of the oil and applied to the melting pot; it is to apply the heat *indirectly,* and provide means for regulating it to *prevent overheating.* The saving in the expense of remelting has been so great that it has paid for the equipment and installation in a few months.

In converting a gas-burning pot to an oil-burning pot the necessary equipment consists of an atomizing nozzle by means of which the oil is mixed with air; a pressure oil tank of 50 to 100 gallons capacity, and an air compressor. (Mr. Mathews uses the air pressure developed in his Monotype department, taking it right off the regular air pressure line.) Three pounds of air is sufficient.

In operation, the tank is partially filled with oil, the cock connecting with the air pressure is turned on, and the air pressure forces the oil into and through the burner. In the burner air from the compressor is mixed with the oil, and the mixture is forced out through the nozzle in the form of an atomized spray, which when ignited generates the heat. A pilot light is used for making ignition. (It may be lighted by a piece of oil-soaked waste.)

Adjustment of the quantity of heat is made by means of an ordinary needle valve, and any temperature desired can be obtained. This adjustable feature is necessary, as the heat generated is so great that overheating may take place in a very few minutes after the molten stage is reached.

It is important to note that the flame is *not* applied directly to the pot. In fact, it must never be allowed to come in direct contact with the pot itself. The bottom of the pot housing is lined with fire brick on which the flame plays. This arrangement makes it possible to hold the heat for a considerable length of time, as well as maintain a uniform temperature. Temperatures are watched closely, a thermometer being used. When hot enough to puddle and pour the oil is turned off altogether, or turned down very low.

Mr. Mathews has found gas oil to be the best for this use, as it is free from sediment. The nozzle used can handle from 26 degrees gravity fuel oil to kerosene with equally good results. If anyone is interested in this method of melting metal Mr. Mathews will be glad to hear from them. His address is 626 Federal street, Chicago.

TO READERS: Owing to unavoidable circumstances, the monthly newspaper criticism department is omitted in this issue. Those having sent papers for criticism will have replies by mail.

Basic figures show the tendency of publicity is to treble its expenditures every five years. Next year's outlay for printing is set at $150,000,000 more than last year. New equipment will be sold to meet the demand thus created. Improved machinery will displace slow moving, obsolescent equipment as cost-reducing, increased-production advantages are made more apparent. But the manufacturer must show—he must demonstrate—if he will sell. The opportunity to show them in numbers *and sell them* is yours at this exposition.

Third Educational

Graphic Arts Exposition

Milwaukee, August 18 to 23

Authorized by International Association of Printing House Craftsmen; *under the auspices of* Milwaukee Club of Printing House Craftsmen. The Association is for Trade Education only.

This will be the last Craftsmen's Graphic Arts Exposition until 1927, or later.

Progressive manufacturers are reserving space. Many new things will be shown. They will come in for much attention. Developments and improvements in other machinery devices will also be looked for.

The big Milwaukee Auditorium, occupying an entire city block, will be filled with the exhibits of manufacturers with vision—who know the executive is the one who influences purchase of new equipment and who is responsible for its successful operation. They will be in Milwaukee in unusual numbers, because there are now 45 Craftsmen's Clubs. All of them are laying plans to send big delegations. The employer, the buyer of printing, and the advertiser will also be there.

Make reservation at once. Desirable space is here now. It will not be available a little later, because the Exposition's success is enthusiastically assured. It's going over big. Save later disappointments by getting all the space you require now.

Address all communications to

MILWAUKEE GRAPHIC ARTS EXPOSITION

Phone Broadway 498 • Hotel Pfister • Milwaukee, Wisconsin

Small Typefaces on the Ludlow

FOR years the Ludlow has been gaining recognition as the fastest and most satisfactory system for producing a wide variety of display composition in sizes from 12 to 60 point. The range has been widened constantly until now it includes all sizes from 6 to 60 point. These new typeface sizes enable the printer to maintain uniformity of style throughout the job from the largest full width 60 point down through 10, 8 and 6 point.

The smaller sizes were added, not to compete with keyboard machines for the rapid production of straight matter, but rather, to supply an economical means of producing all that vast mass of composition in the smaller sizes which can most readily be set by hand.

Easily Read
Eighteen point Ludlow 2-B

Small Typefaces
Fourteen point Ludlow 2-B

Distinct and Clear
Twelve point Ludlow 2-B

Possess Individuality
Ten point Ludlow 2-B

Producing Finest Results
Eight point Ludlow 2-B

Commands Instant Attention
Six point Ludlow 2-B

Neat Prints
Eighteen point Ludlow 1-B

Effected From
Fourteen point Ludlow 1-B

Perfect Slug Line
Twelve point Ludlow 1-B

Stands Hardest Test
Ten point Ludlow 1-B

New Type On All Jobs
Eight point Ludlow 1-B

Thousands of Impressions
Six point Ludlow 1-B

Saves Time
Eighteen point Ludlow 1-L

Profits Greater
Fourteen point Ludlow 1-L

Neater Specimens
Twelve point Ludlow 1-L

Produced from Slugs
Ten point Ludlow 1-L

Finest Results Obtained
Eight point Ludlow 1-L

Less Effort Being Required
Six point Ludlow 1-L

OLD PRINT
Twelve pt. Ludlow 6-LP. No. 4

NEAT STYLE
Twelve pt. Ludlow 6-LP. No. 3

GOOD DESIGN
Twelve pt. Ludlow 6-LP. No. 2

ARTISTIC LINES
Twelve pt. Ludlow 6-LP. No. 1

PLEASING EFFECTS
Six point Ludlow 6-L. P. No. 4

BEST SPECIMEN SHOWN
Six point Ludlow 6-L. P. No. 3

REVEALING CRAFTSMANSHIP
Six point Ludlow 6-L. P. No. 2

The job printer finds that with the addition of these small sizes, the Ludlow is more than ever admirably suited to job and advertising composition, because it supplies him with a wide range of faces always instantly available. In addition it gives him all the advantages of slug composition without any expensive magazine or machine changes.

Write us on your business letterhead for series specimen sheets showing Ludlow faces ranging from 6 pt. up to and including 42, 48 and 60 pt.

Ludlow Typograph Co.

2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

New York
World Bldg.

LUDLOW QUALITY COMPOSITION

Newspapermen's Ad-Pad

N. W. Ayer & Son, Philadelphia, Pa.—C. J. Eastman formerly of King's Food Products Co., joins staff.
J. T. Baker Chemical Co., Phillipsburg, Pa.—Advertising account placed with Griffin, Johnson & Mann, Inc., New York.
George K. Brown Co., Chattanooga Tenn. (Confectioners)—L. J. Wilhoite becomes president and general manager.
California Pear Growers' Assn., San Francisco, Calif.—Advertising account placed with N. W. Ayer & Son.
Chelmsford Ginger Ale Co., Chelmsford, Mass.—Advertising account placed with J. Walter Thompson Co., Inc., New York, N. Y.
Chicago, Indianapolis and Louisville Railroad, Chicago Ill.—Advertising account placed with Chicago office of Wm. H. Rankin Co.
Dean-Hicks Company, Grand Rapids, Mich.—Edward D. Berry, formerly Director of Advertising for United Typothetae of America becomes Marketing Counsel and Director of Sales Service.
DeForest Radial Corp., Ltd., Toronto, Can.—Advertising account placed with Toronto office of McConnell & Fergusson, London, Ont.
Ford Motor Co., Detroit, Mich.—Critchfield & Co., Chicago advertising agency appointed to handle a special advertising campaign.
Gardner Advertising Co., New York, N. Y.—Bought V-C Advertisers' Service Corp.; all accounts to be directed by New York office.
Gotham Candy Corp., New York, N. Y.—Advertising account placed with New York office of Livermore & Knight Co., Providence, R. I.
Charles W. Hoyt Co., New York, N. Y.—George W. Hopkins becomes vice-president.
Great Northern Life Insurance Co., Chicago, Ill.—John Hall Woods appointed advertising manager.
Hush-A-Phone Corp. New York, N. Y. (telephone accessory)—Advertising account placed with Dorland Agency, Inc., New York.
Joseph Kaplan & Bros., (Fulton shirt)—Advertising account placed with Alfred N. Williams Co., New York.
McKinney, Marsh & Cushing—New name of the Brotherton Co., advertising Agency at Detroit, handling Ford Motor Co. account; President, W. H. Marsh; vice-president, W. A. Banks; secretary, George W. Cushing; treasurer F. F. McKinney.
Manhattan Knitting Mills, New York, N. Y. (Knitted dresses and sweaters)—Advertising account placed with Wildman Advertising Agency.
Mathewson & Sinclair, New York, N. Y.—New advertising business formed by Paul Mathewson and R. H. Sinclair.
Herbert M. Morris Advertising Agency, Philadelphia, Pa.—Consolidated with Tracy-Parry Co., Inc.
National Woolen Mills, Parkersburg, W. Va.—Advertising account placed with Bchnett & Co., Cincinnati, O.
J. H. Newmark, Inc., New York, N. Y.—New advertising agency under J. H. Newmark, formerly with Durant and General Motors interests.
Earl R. Obern Co., Los Angeles, Cal.—New Advertising agency.
A. B. Ormsby Co., Ltd., Toronto, Can. (Metal building products)—Advertising account placed with Advertising Service Co. Ltd., Toronto.
Paramount Trading Co., New York, N. Y. (sporting goods)—Advertising account placed with Grant & Wadsworth, Inc.
Peck Advertising Agency, New York, N. Y.—Office opened in Philadelphia; Joseph H. Potsdamer in charge.
Postum Cereal Co., Inc., New York, N. Y.—Erwin, Wasey & Co., appointed to direct advertising of Post Toasties and Post's Bran Flakes.
Rat Biscuit Co. Springfield, O.—(Rat Bis-Kit) Plan to advertise product in 16 magazines.
Raymo Co., Portland, Ore., (Borient antiseptic)—Advertising account placed with Adolph Block Advertising Agency, Portland.
Ruberoid Co., New York, N. Y.—New black asphalt paint called "Ruber-oid Utility Paint" on market.
W. A. Sheaffer Pen Co., Fort Madison, Ia.—Ross H. Wilson appointed advertising manager.
Standard Laboratories, Inc. New York, N. Y. (Stacomb)—Advertising account placed with J. Walter Thompson Co., Inc., New York, N. Y.
Stewart Motor Corp., Buffalo, N. Y.—Advertising account placed with Walz-Weinstock, Inc.
J. Walter Thompson Co., Chicago, Ill.—New offices opened in Wrigley Bldg. 410 N. Michigan Ave.
Virginia-Carolina Rubber Co., Inc., Richmond, Va., (Va-Car tire plaster, etc.)—Advertising account placed with Ralph L. Dumbrower.
Wallach Bros., New York City—C. J. Renner becomes advertising manager.
Western Red Cedar Association, Spokane, Wash.—Advertising account placed with Syverson-Kelly Advertising Co.
World Wide Travel Service, Inc., New York N. Y.—Advertising account placed with New York office of Livermore & Knight Co., Providence, R. I.

◆

MANUFACTURERS; SERVICES; DISTRIBUTORS.

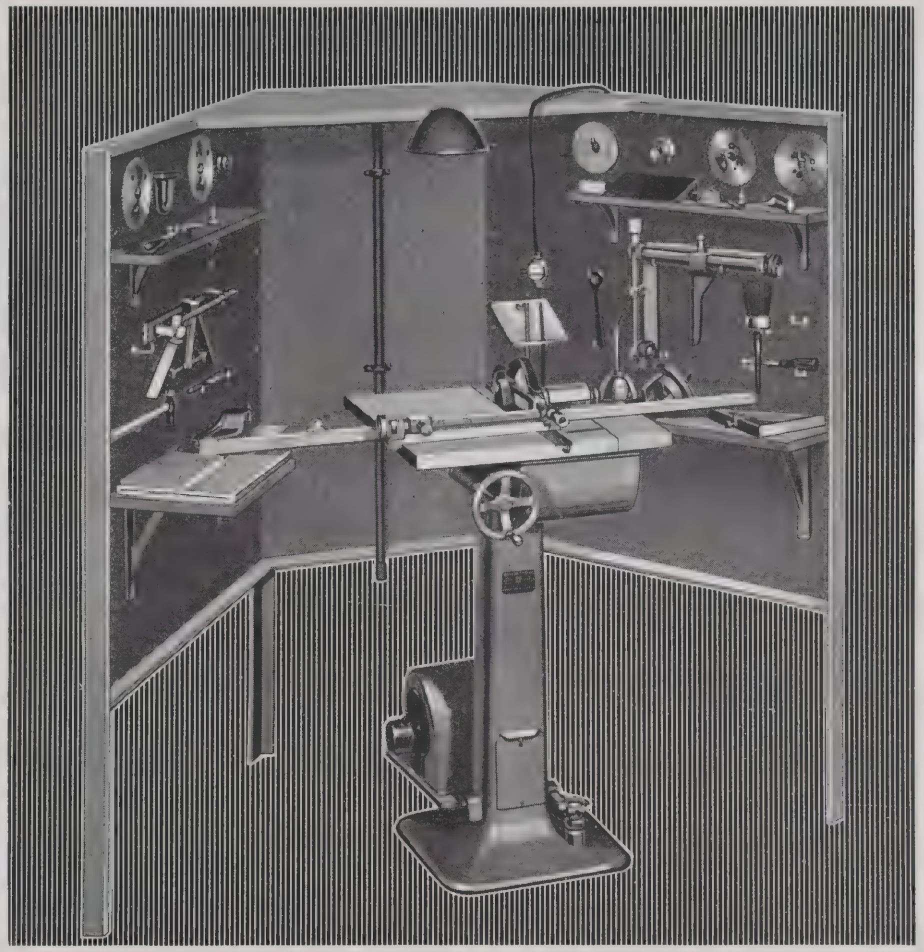
Addressing Machine Co., Cambridge, Mass.—O'Connell-Ingalls Co., Boston, appointed to direct advertising.
American Type Founders Co., Jersey City, N. J.—Announced new type face called National Old Style.
Damon Type Founders Co., Inc., New York, N. Y.—New corporation to succeed Geo. Damon & Sons, 44 Beekman St.; capital $500,000; pres. D. Everett Damon; vice-president, Daniel J. Casey; treasurer, T. F. McGough.
The Linograph Co., Davenport, Ia.—Leslie C. Coffelt, formerly with Metals Refining Co., becomes western Ohio representative.
Meyercord Co., Chicago, Ill.—H. A. Sass appointed advertising manager.
Seaman Paper Co., Chicago—Moved April 19 from 208 So. LaSalle St. to tenth floor Wrigley Bldg. Seven-story warehouse continues at 411-423 W. Ontario St.

◆

ASSOCIATION NOTES; CHANGES, ETC.

American Newspaper Publishers Assn.—E. H. Baker resigns; G. M. Rogers new secretary.
Ohio Fourth District Democratic Editorial Association—(New) 14 newspapers; Charles H. Dale, chairman.
Minnesota Editorial Association—W. P. Kirkwood appointed field secretary.
New England Daily Newspaper Assn., Worcester, Mass.—George F. Booth, manager, announces intention to resign.

HAMILTON



Hamilton Saw Guard No. 15744

FOR saw-trimmer or plain saw, in composing room, electrotype or stereotype foundry. A cabinet as well as a screen or guard — everything auxiliary to the most accurate and rapid use of the machine kept in order and ready to hand. Note handy shelves, light fixture, open base for passage of metal truck, ample room for extension gauge, minimum of floor space.

With flying chips and sawdust confined by this guard — with no danger of damage to other equipment or machines — and no possibility of discomfort or injury to the workmen — the saw may be wherever it can give its maximum of service as a standardizer of material and a profit-maker.

SPECIFICATIONS: Width, front, 64″, back, 20″. Depth, 31″. Height, 60″. Base opening, 18″ to floor. Long and short tool hooks on both sides. Upper shelves, 4 x 24 inches, flat; lower shelves, 8 x 24 inches, slightly tilted. In steel only; baked olive enamel. Shipped K.D., with instructions.

THE HAMILTON MANUFACTURING COMPANY
TWO RIVERS, WISCONSIN Eastern House: RAHWAY, N. J.

HAMILTON goods are for sale by all prominent type founders and dealers everywhere.

YOU CAN PAY MORE

But You Cannot Buy

GREATER EFFICIENCY

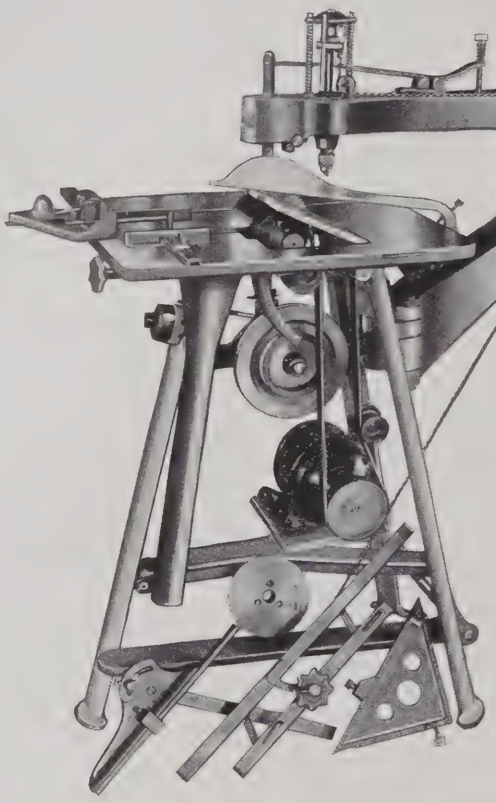
Than is built into this new

"KALAMAZOO"

UNIVERSAL SAW TRIMMER

Sold at a price you can afford to pay

"Perfect Satisfaction" Users say



The "KALAMAZOO" Universal

Is built massive. Stands solid without fastening. Every part easily accessible for adjustment. Any change can be made in one to five seconds—instant change saw to saw-trim. Every part is made to last for years, and guaranteed ten.

It fills the gap between more expensive machines and the half-equipment, low priced machines. It is complete in every detail for every purpose, in News-Job, Commercial Job, Private, or other plants. Large Capacity for Solid Stereotype casts—strong motor.

Write for Full Description and Price.
Sold on Cash or Deferred Payment Plan.

J. A. RICHARDS COMPANY
KALAMAZOO, MICHIGAN

PIONEER PRINTERS' SAW BUILDERS

We build more elaborate machines, but None More Efficient

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

Printer-Journalist Books

THE PRINCIPLES OF JOURNALISM, by *Casper S. Yost,* Editor St. Louis *Globe-Democrat;* President American Society of Newspaper Editors. (D. APPLETON & CO., NEW YORK; $1.50)—This book is a boon to Journalism because it will increase the recognition of the work as a profession of high calibre and one that is of greater importance than is commonly credited to it by a generally wrong point of view of journalism's purposes, motives and activities. The book seeks to define and succeeds to an exceptionally large degree in defining fundamental principles of journalism. It brings out the obligations of journalists, and clarifies them. Ripe experience is reflected throughout the volume. The text and content revolve in the editorial and news domains. It will help newspapers to express "personality."

◆

ASSOCIATION ELECTIONS

NORTHWEST DAILY PRESS ASSOCIATION—Fred Schilplin, St. Cloud Daily Times, president; Ed M. La Fond, Little Falls Transcript, secretary; Howard Bratton Faribault Daily News, L. S. Whitcomb, Albert Lea Tribune, E. L. Ogilvie, South St. Paul Reporter, executive committee.

PACIFIC-NORTHWEST CIRCULATION MANAGER'S ASSOCIATION—C. H. Greed, Spokesman-Review, president; David H. Smith, Portland (Ore.) Journal, vice-president; E. P. Hopwood, Portland (Ore.) Morning Oregonian, secretary-treasurer.

NEBRASKA PRESS ASSOCIATION—Mrs. Marie Weekes, Norfolk, president; J. G. Alden, York, vice-president; Miss Naomi Buck, Harvard, secretary; F. O. Edgecombe, Geneva, treasurer.

REPUBLICAN EDITORIAL ASSOCIATION OF MISSOURI—Cliff Harrison, Boonville, president; Walter S. Dickey, Kansas City, vice-president; Charles W. Fear, Joplin secretary-treasurer; D. C. Simons, Grant City, recording secretary.

OZARK PRESS ASSOCIATION—E. B. Roach, Carthage, Democrat, president; W. F. Freeland, Forsythe-Republican, vice-president; May Stafford Hilburn, Ozark, secretary; W. H. Lynch treasurer.

CENTRAL NEW YORK PRESS ASSOCIATION—President, Hugh Parker, Oneida; vice presidents, Gerritt C. Hyde, Waterville; E. F. Bussey, Cato; secretary, M. V. Atwood, Groton; executive committee, E. A. Blair, Mexico, W. J. Allen, Adams, J. C. Peck, Cazenovia.

ANNIVERSARIES, 25 YEARS AND OVER

Elberton (Ga.) Star—52nd.
Waynesboro (Ga.) True Citizen—42nd.
Brookline (Mass.) Chronicle—50th.
Douglas (Neb.) Enterprise—36th.
Cape Vincent (N. Y.) Eagle—52nd.
Lancaster-Enterprise Times (N. Y.)—46th.
Skaneateles (N. Y.) Free Press—50th.
Orange (Va.) Observer—43rd.
Menominee (Wis.) Dunn County News—65th.

◆

PRINTER-JOURNALIST ASSOCIATION DATES

May

National Editorial Association, convention and trip through Oklahoma and New Mexico begins May 18, Kansas City, Mo.

Minnesota Editors' Short Course, 8-10, University Farm, St. Paul, Minn.

Association of National Advertisers, 26-28, Cleveland O.

Inland Daily Press Association 20-21, Morrison Hotel, Chicago, Ill.

Mississippi Press Association, 20-22, Meridian.

Missouri Press Association and Missouri Writers' Guild, Journalism Week, 12-17 Columbia.

June

American Association of Agricultural College Editors, Brookings, S. D.

Alabama Press Association, 12-14, Florence.

Canadian Weekly Newspapers Association, Toronto, 5-7.

Association of Newspaper Advertising Executives and Association of Newspaper Classified Advertising Managers' Association, 9-12, Columbus, O.

Central States Circulation Managers' Association 9, Louisville, Ky.

Texas Press Association, 17-19, Amarillo, Tex.

National Assn. of Employing Lithographers, 3-5, Del Monte, Calif.

International Circulation Managers' Association, 10-12, Louisville, Ky.

Southern Newspaper Publishers' Association June 30-July 2, Grove Park Inn Asheville, N. C.

July

Colorado Editorial Association, 18-19, Boulder, Colo.

Associated Advertising Clubs of the World, 14-19, London.

Utah Press Association, 5-7, Panguitch.

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.

North Dakota Press Association, 8-9 Grand Forks.

October

United Typothetae of America, 15-18, Chicago.

Texas Circulation Managers' Association, Dallas.

International Direct Mail Advertising Association, 29-31, Pittsburgh.

American Association of Advertising Agencies, 14-16, Chicago.

International Trade Composition Association, 13-14, Chicago.

The Reference Book *of* WESTVACO *Mill Brand Papers shows samples of all the standard grades manufactured by the West Virginia Pulp & Paper Company*

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel

Marquette Enamel

Sterling Enamel

Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint

Westvaco Ideal Litho.
Coated One Side

Westvaco Super

Westvaco M. F.

Westvaco Eggshell

Westvaco Text
White Gray India Tint Brown Blue Goldenrod

Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod

Origa Writing
White Canary

Westvaco Index Bristol
White Buff Blue Salmon

Westvaco Post Card
Cream

WEST VIRGINIA PULP & PAPER COMPANY · New York and Chicago

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

Johnsonized

The rebuilt printing machinery that is guaranteed and backed by real service.

Johnsonized Wire Stitchers

No. 1 Monitor ¾ inch capacity, flat and saddle back, belt drive	$225.00
No. 4 Monitor, Foot Power, ⅛ inch capacity	$ 95.00
No. 0 Latham Monitor, capacity 1–⅜ inch to ¼ inch, flat work, direct motor drive and includes motor	$350.00
No. 2½ R. Latham, capacity ¼ inch, flat and saddle back, belt drive	$130.00
No. 2 N. S. Latham, capacity ⅜ inch, flat and saddle back, belt drive	$175.00
No. 1 Monitor Latham, capacity ⅞ inch to two sheets, flat and saddle direct motor drive, includes motor	$300.00
No. 2 Morrison Box Stitcher, direct motor drive and motor	$200.00
No. 5 Boston Foot Power, ½ inch	$175.00
No. 3 Boston power, ⅜ inch capacity, belt drive	$200.00
No. 4 Boston power, ½ inch capacity, belt drive, flat and saddle	$250.00
No. 7 Boston power, ⅞ inch to two sheets, direct motor drive and motor	$350.00
No. 7 Boston power, ⅞ inch capacity, belt drive, flat and saddle	$275.00
Style H. Rosback, 1 inch to few sheets, flat and saddle, with direct motor drive and motor	$300.00

All of the above machines thoroughly rebuilt, worn parts replaced, and fully guaranteed.

C. I. Johnson Manufacturing Company

St. Paul, Minn.

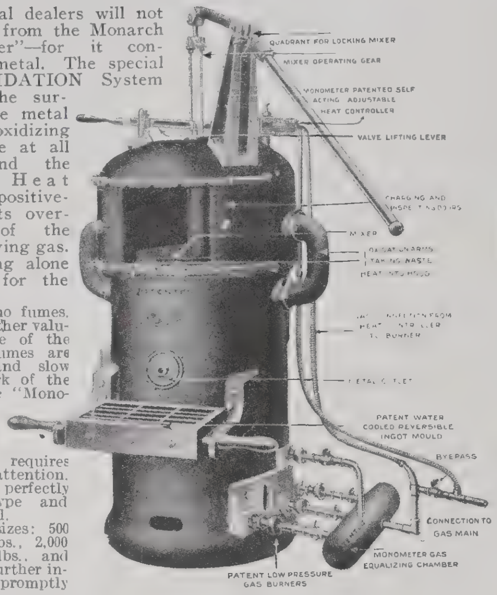
Exclusive Northwest Agents for the New Morrison Perfection Wire Stitcher
Complete stock of parts and machines

The Monarch Monometer

Printers' Melting Furnace

No Dross No Fumes No Trouble

When You Use This Melting Furnace


QUADRANT FOR LOCKING MIXER
MIXER OPERATING GEAR
MONOMETER PATENTED SELF ACTING ADJUSTABLE HEAT CONTROLLER
VALVE LIFTING LEVER
CHARGING AND INSPECTING DOORS
MIXER
CONNECTION FROM HEAT CONTROLLER TO BURNER
METAL OUTLET
PATENT WATER COOLED REVERSIBLE INGOT MOULD
BYEPASS
CONNECTION TO GAS MAIN
MONOMETER GAS EQUALIZING CHAMBER
PATENT LOW PRESSURE GAS BURNERS

Scrap metal dealers will not buy dross from the Monarch "Monometer"—for it contains no metal. The special ANTI-OXIDATION System encloses the surface of the metal in a non-oxidizing atmosphere at all times, and the Automatic Heat Controller positively prevents overheating of the metal—saving gas. This saving alone will pay for the furnace.

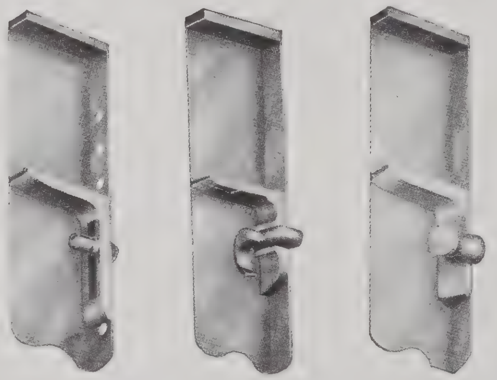
There are no fumes. This is another valuable feature of the furnace. Fumes are injurious and slow up the work of the plant. The "Monometer" never burns metal; it is trouble-proof and requires very little attention. It assures perfectly sound type and stereo metal. Made in sizes: 500 lbs., 1000 lbs., 2,000 lbs., 4,000 lbs., and 6,000 lbs. Further information promptly supplied.

The Monarch Engineering & Mfg. Co.

1206 American Bldg., Baltimore, Md., U. S. A.

WORKS, CURTIS BAY, MD.

New Composing Sticks at Bargain Prices



Common Screw Buckeye Yankee

We have 3,000 of the above styles in all lengths from 6-inch to 24-inch by 2¼-inch and 2½-inch deep, and the maker's price ranges from 90c. for 6-inch to $2.60 for 24-inch. To move them quickly we offer any length at 90c. each, or 1 each of 6, 8, 10, 12, 14, 16, 18, 20 22 and 24 inch, total ten, for $6.90. Think of a 24-inch high grade Steel Composing Stick at 69c. Every office needs ten assorted lengths at this **less than manufacturing cost.**

Point-set sticks lose accuracy from use, and wood sticks for long lines quickly split and go to pieces.

Never again will you see such a stick bargain. Two of the biggest stick makers in the United States have quit making sticks to go after bigger game and we bought their entire stock, about all there are in the United States, hence the above extremely low prices. No more when these are sold.

EMPIRE TYPE FOUNDRY

Delevan, N. Y. Buffalo, N. Y.

"NPJ" Viziter : : May 1924

News Letters, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions are always welcome, if useful to *readers* of *"NPJ."*

Leslie C. Coffelt

Leslie C. Coffelt, who started as a printer at 14, and who has sold printing machinery and equipment in practically every state, has become representative of the Linograph Company in western Ohio. He has worked in all departments of newspaper and commercial printing plants. He served in the U. S. Army in the Philippine campaign, took up Monotypes, was erector for the Thompson Type Machine Co., sold for the Intertype, and the Metals Refining Co., and participated in a number of other similar enterprises. He prizes an intimate knowledge, based on actual experience, in all phases of composing room equipment and efficiency. Although too ill for a time to travel, some years ago, he served as machinist in composing rooms, and used the circumstances to advance his knowledge of type and slug casting machines.

◆

"If all the Boarders in the World Were Placed Shoulder to Shoulder, They Would Reach"—Ed Kratsch

O. E. Engler, *President of the Typaddresser Co., Omaha, Neb.*: "Slug casting machines, costing thousands of dollars, are so widely distributed that it is an ordinary matter to find one in a country weekly boasting but a thousand circulation. Our problem of solving the addressing problem was simply to follow this tendency of the times, and base the Typaddresser on the slug casting equipment which printers have installed. Therefore, the Typaddresser today imprints addresses directly from slugs onto the margin of papers, and the publication that has a slug casting machine is nine-tenths equipped for ending its addressing troubles."

A. H. Noelke, secretary of the company: "There are two definite values to be derived from having the Typaddresser in a newspaper shop. Our machine betters the service to subscribers and decreases operating expense. Our real problem is to market the Typaddresser among men who have decided that there 'ain't no such animal', before they ever see it or watch it operate. However, when we can induce such a man to let us ship a Typaddresser so crated and set up that he can attach it to an electric light socket and watch it operate—that man is generally as tickled with it as a three-year-old is with its first teddy bear."

There Should be a Closed Season For the Killing of Time

Efficient and Interesting—A recent mailing by E. W. Blatchford Co., 230 North Clinton street, Chicago, printers' metals, which came to the Viziter's attention, includes a unique order blank form which is folded into an envelope to be sealed, and readily mailable. The enclosures told interestingly and authoritatively of type metals.

(TURN TO PAGE 44)

ENGRAVINGS

In Olden Days,—and not so very far back, at that,—the only engravings used were carved out of wood by Monks. Contrast this with the Modern Science of photo-engraving which enables you to have anything reproduced, whether this be works of Art or merchandise of any description.

The success of the largest business houses in the country, both Retail, Wholesale and Mail Order and also the Manufacturing Industries, has only been achieved by use of illustrations in their advertising matter and catalogs.

The Barnes-Crosby Company has for a quarter of a century maintained its position as one of the foremost establishments of its kind in this country, and with its large Advertising Studios, with specialists in all branches, and its modern up-to-date Engraving Shops, is in position to produce illustrations and engravings of the highest order.

A cordial invitation to visit our Offices and Works is extended to all buyers.

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.

"REVOLUTION"
Duplex Washable
Tympan Paper
Made in the U. S. A.

ELIMINATES **Traveling Tympan** rolls altogether on most rotary work, and supplements it on other work.

Adds 50% to life of traveling tympan roll when used at same time.

Increases production 27% thru elimination of stops to change draw sheets.

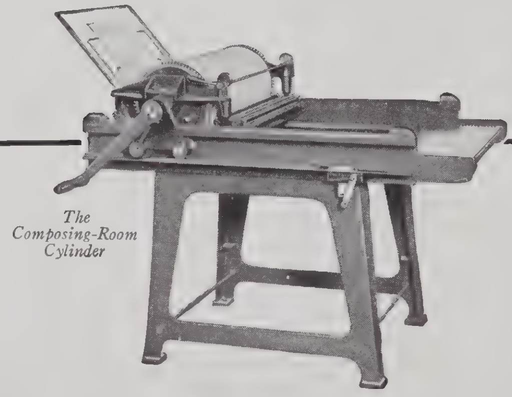
The ideal draw sheet for flat bed perfecting presses; indispensable where quick turning is required.

Thoroughly tested and now being used regularly in the press rooms of the largest printing and publishing concerns.

Carried in stock at mill in crated rolls 32-in., 36-in., 42-in., 48-in. and 54-in. wide, and about 14-in. in diameter. Sheets can be cut from nearest available size. Shipments by freight or express.

Samples and Full Information on Request

Plant, Theis & Gould
Paper Company
30 N. La Salle St. Chicago, Illinois
or
MR. H. E. WIMPFHEIMER
461 - 8th Ave. New York City, N. Y.



The Composing-Room Cylinder

Vandercook Rigid Bed
Proof Presses

—are meeting in a practical, economical way the growing demand for better and more proofs.

—are supplying the need of usable preliminary copies at a less expense than the ordinary proofs can be taken.

—are stimulating the builders of production printing presses to build their machines with greater accuracy so that the first impressions without make-ready may approximate the proofs taken in the composing-room on Vandercook Rigid Bed Presses.

—are encouraging pressmen to do better work by relieving them of the irritating, useless and expensive labor of changing defective printing surfaces after the form has gone to press.

For full information address

Vandercook & Sons ***Originators of the Modern Proof Press***
1716-22 W. Austin Ave., Chicago, Ill.

Represented by: American Steel Chase Co., New York; Independent Printers' Supply Co., San Francisco and Los Angeles; R. W. Hartnett Co., Philadelphia; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England; Alex. Cowan & Sons, Ltd., Australia.

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 42)

CASLON ITALIC SPECIALS—Typographers who like to print in the new Caslonian manner will be pleased with the new "Caslon Italic Specials" now being shown by Barnhart Brothers & Spindler, and advertised in this issue. The specials consist of twenty-four capitals of "swash" style and several useful ornamental characters. Carl S. Junge made the pattern drawings, endeavoring to provide the most complete Caslon "swash" letters available. All are of true Caslonian style, and being cast on the uniform line, may be used effectively with any Caslon Cast on similar line. The range of sizes is 12 point to 72 point, which takes in the need of type of this kind for advertisement display lines and the new idea of intriguing heads as exemplified in several national magazines. The capitals are designed for close fitting on the right, are cast without kern or overhand and there is no probability of broken letters in stereotyping or on the press. A booklet of these, and a showing of the complete Caslon family of fifteen type faces and many Caslonian borders and ornaments is being sent to those who make the request to any house of Barnhart Brothers & Spindler.

A Profit is Not Without Honor
in This Glorious Country

WESTVACO PORTFOLIO NO. 2—Another valuable, and a most attractive contribution, to sales literature in the paper field is at hand in the form of Portfolio No. 2, of this house's *Standard Size Dummy Models,* showing popular booklet, catalogue and folder sizes that cut and print without waste from sizes 26x29 up, seven different sizes. Portfolio No. 1, a year ago, showing 25x38 and 38x50, brought much favorable comment. No. 2 is an even more delightful piece. It unfolds at once into a handy index catalogue and display. The various enclosures form ample samples of papers and give instructive material for printers in words and cuts. The portfolio may be obtained at the home office and any distributor of the West Virginia Pulp & Paper Co., Fifth Ave. Bldg., New York City. Distributing houses are located in every important city over the country.

The Day of Hiding Behind
A Woman's Skirt—
What's Become of It?

WASHABLE TYMPAN PAPERS—Plant, Theis & Gould, 30 No. LaSalle St., Chicago, have issued several new pieces of promotional literature in *Revolution Duplex Washable Tympan Paper.* They are being mailed with samples. Remarkable oil-proof, endurance and service qualities are shown by citing actual experiences. Instructions in shipping, using, etc., are included. In eastern territory, it is announced tryout sheets may be obtained from H. E. Wimpfheimer, 461 Eighth Ave., New York City; in the west, from the home office. An interesting feature of the announcements touches on the uses of this tympan paper when quick turning is required.

A Boston newspaper woman visited
California, and said: "My, I thought
Fig Leaves were much larger than That."

TO WARREN G. HARDING—I. L. Stone, head of the Duplex Printing Press Co., Battle Creek, Mich., a close friend of the late printer-president for over thirty years, has issued a personal memorial to accompany a fine reproduction of the "Harding Newspaper Creed," and showing a copy of the famous picture which "*NPJ*" entitled "Locking Up the Last Form" in a supplement for its issue following the passing of Mr. Harding. Mr. Stone's tribute as well as the *Creed* have been prepared in a beautiful form by the Duplex Co., for distribution, suitable for framing. The editor of *"NPJ"* gratefully acknowledges copies of the tributes, which have been mounted and placed on the walls of his "den."

Be Cheerful Next Week
on Monday Morning

C & G TRIMMITER—New folder announces the three models with good illustrations under the title, *A Saw for Every Kind of Composing Room.* The folder lists *What You Look for in a Saw,* naming as the five principal features: Safety, accuracy, simplicity, speed of operation and economy. Complete specifications are given with prices. A page is devoted to the miter vise, miter gauge, motor and bracket and other standard equipment of the C & G.

(TURN TO PAGE 46)

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

ROUSE now makes practically all composing sticks of every style sold in the United States. Printers demand the best.

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company Ltd.
Toronto, Montreal, Winnipeg, Regina.

Send for
catalog of all
Rouse products

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

Salesmen Attention!

Our Men Are Making Big Money

McCormick made $1094.40 his first four weeks
Van made over $1200 in January
Johnson made $662.40 last week

We have real opportunities for a few more high grade salesmen who have had composing room experience.

The men sought are probably employed now, but could do much better and bigger things with this connection. We have no competition.

Money back guarantee printed right in order blank enables our men to do big business.

Product in use all over United States and in some foreign countries. All users Boosters. Plenty of Manufacturing Facilities.

In replying, please give considerable information regarding experience and sales records. All replies will be held strictly confidential.

Address Box A. L.
Care of NATIONAL PRINTER-JOURNALIST

CLEANOTYPE METAL FLUX
FOR LINOTYPE INTERTYPE MONOTYPE STEREOTYPE ELECTROTYPE
DIRECTIONS
Manufactured by IMPERIAL TYPE METAL

Try Drossing This Way

THE next time your type metal needs drossing give this method a trial. Heat your metal to 650 degrees Fahrenheit, then for every 500 pounds of metal add a handful of *Cleanotype*—the Imperial Flux.

The Cleanotype Flux immediately separates the dross and the metal. You will see the dross thrown out as a fine powder, containing all the impurities. When you skim you get the dross easily, with the least possible amount of metal waste.

Cleanotype is a compact, dry compound, not greasy to the touch. It makes a clean separation between dross and metal. The next time you dross use Cleanotype.

Imperial METAL
LINOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

Imperial Type Metal Company
Philadelphia Detroit Cleveland

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings—Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 44)

A VALUABLE BOOKLET—Readers of *"NPJ"* have secured copies of "The Miller High-Speed Printing Press", a novel and artistic printing machinery catalogue, executed by the Caslon Press, Toledo, O., for the Miller Saw-Trimmer Co., Pittsburgh, Pa. The advertising department at Pittsburgh is sending out copies to inquirers using their business stationery. The booklet is run in three colors throughout and has many two and four-color process engravings, and a great deal of informative and instructive material in compact form.

Be Sure You are Wrong Before You Back Up

INTERTYPE OFFICERS—At the 1924 annual meeting the follow-directors were re-elected for three years: Paul Appenzellar, Wellington E. Bull and John Warne Herbert. Officers re-elected: Chairman of the Board, R. H. Swartwout; president, H. R. Swartz, vice-president, C. W. Gaskell and G. C. Willings; secretary, H. G. Willnus; treasurer, H. A Grube; assistant secretary, F. Hofman, assistant treasurer, H. Hardy.

Velocity is what a Fellow Lets Go of a Wasp With

DAMON TYPE FOUNDERS CO., INC.,—This new $1,000,000 corporation has been formed to succeed the old-established firm of George Damon & Sons, 44 Beekman street, New York City. D. E. Damon has been elected president, Daniel J. Casey vice-president, and T. F. McGough treasurer. These with William S. Lamon and J. H. Cannon, are the directors. Announcements state the new company is formed to increase the manufacture of type and general supplies and machinery for printers. Sales forces are being enlarged. A large permanent display in the eight-story Beekman street plant has been provided. The working exhibit plans include presses, paper cutters, wire stitchers, perforating machines, cabinets, composing room materals, etc. New type faces are being added. A full line of standard brass rule is being made. The department making leads, slugs and metal furniture will be continued on a larger scale, with larger stock. F. C. Alexander is in charge of the Philadelphia branch, 1130 Callowhill street; H. M. Martin continues in charge at Baltimore. The foundations of the business were laid in 1867 by Damon & Peets.

Optimist: A Man who Writes "Rush" on the Envelope And, Underscores It

JUNE APPROACHES!—The wedding month is nearer. The managing editor of an Illinois daily has just written Dean Walter Williams, University of Missouri School of Journalism: *"Please send me a reporter, a graduate of your school. I married the last reporter you sent me and I know you turn out good material. But this time, better send me a man."*

Don't Cry Over Spilt Milk Give the Cat a Chance

SPEAKING OF CIRCULATION—Folder of the Lawrence (Kans.) *Journal-World,* Paul C. Rankin, advertising manager, features an extract from an article in February *"NPJ"*, as follows:

> "There are many things
> to be taken into consideration in judging the value of advertising mediums:
> The Quantity of Circulation;
> How It Was Obtained;
> Where It Is Located;
> Who the People Are in General, and so following * * *
> Growth in influence is usually reflected in circulation figures."

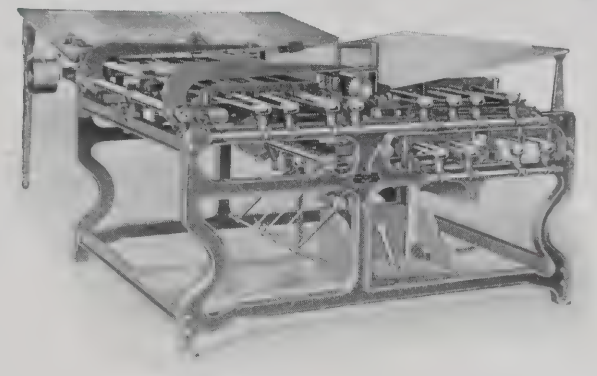
The folder shows a strong presentation of the advertising merits and service of the paper on each of the points set up. It is done neatly, in two colors, and fits a 6 mailing envelope.

Can't Drive a Nail with a Sponge No Matter How Much You Soak It

POSTAL AFFAIRS:—*"NPJ"* could fill an issue with rumors and whatnots on the subject of postage rates and zoning for newspapers. One piece of news on the subject is: The Nebraska Press Association recently went on record as being "opposed to any change on the present arrangement of zones or rates charged for second class matter." Mail received by *"NPJ"* indicates a divergence of attitude and opinion on the subject among publishers—large and small, city and country, magazine and newspaper.

(TURN TO PAGE 48)

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″.

Write for full details.

THE MENTGES FOLDER COMPANY

SIDNEY, OHIO

"BUILDERS OF PROFITABLE FOLDING MACHINERY"

BOSTON WIRE STITCHERS

No. 2 Boston Wire Stitcher

Capacity ¼ inch.

Maximum speed 250 stitches per minute

Self Regulating, the operator merely gauges the thickness of work, through which simple operation all parts are *Automatically Adjusted.*

Thousands of printers and binders have had their wire stitcher troubles removed and are now obtaining a high degree of operating satisfaction through the installation of Bostons. Wire stitching of superior quality and unusual production are recognized Boston features.

Single head and multiple head stitchers are available for a variety of purposes. Each is the best in its class. Write for quotations and catalogue.

American Type Founders Company

GENERAL SELLING AGENT

SET IN MEMBERS OF THE GOUDY FAMILY TEAGUE BORDERS

SELF-FINANCING CIRCULATION CAMPAIGNS

$16,718.00

4,000 New Subscriptions

That is what we did for a $1.50 weekly newspaper published at Pikeville, Ky.—a town of 3,000 population.

$11,928.00

and 3,750 new subscriptions for a $1.50 weekly at Jacksonville, Fla.

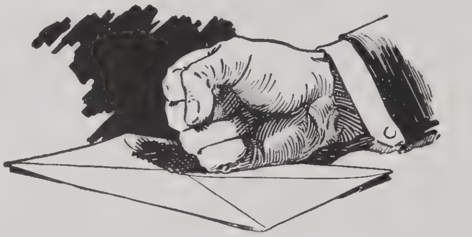
12 Campaigns in Progress Now

WRITE FOR FULL DETAILS AND TERMS

The BRAYTON SYNDICATE
"Bulls Eye Campaigns"

223 Oxford Bldg. Wash. D. C. | Suite 500-17 N. La Salle St. Chicago

At last. Bond Envelopes That Really Stick!



Frankly we stole this headline and cut "cold" from an ad in the current Printer's Ink Monthly. It amused us. A manufacturer of bond paper used it to proclaim a bond that would hold the gum for envelope use. In all good faith this maker announced this feature as practically a new and unknown triumph in envelope practice!

Yet for fifteen years the slogan of this envelope factory has been "Makers of Guaranteed Sure-stick Bond Paper envelopes."

—and for fifteen years we have been making good on that claim. That's why the new discovery amused us.

Send now for new price list showing the staples and latest additions that make up this ten million stock of ready-to-ship envelopes.

We Protect the Trade

W Notched Under Flap · Reg. U.S. Trade Mark

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 46)

CHARLES D. HAINES, publisher, of Altamonte Springs, Fla., has made a gift to the Florida Press Association for a home for aged newspaper men and a school of journalism. The gift includes property located at Altamonte Springs, valued at approximately $150,000, and $10,000 cash. The property includes a twenty-acre orange-bearing grove, a clubhouse and a theatre. He also promises to assist in raising a sum up to $1,000,000 for the endowment of the home-school.

When the Bases are Full A Single is Worth Much More Than a Three-Bagger on Empties

HENRY ELLIS, *Milwaukee Typothetae*—The Banker's Viewpoint on Need of Costs: "Recently, in speaking before the National Association of Cost Accountants, Vice-President Stone of the American National Bank, said: 'No bank would lend money to a firm unless the concern knew what its costs were.' Fine! *But from the standpoint of safety banks should also insist that individual costs be 'in line' with average ones of the industry.* Any firm, printing or otherwise, with abnormally high costs is at a distinct disadvantage with efficient competition. To have a record of costs is one result; to know they are 'in line' is another thing, and to have provable costs is still a third issue; with each element of ranking importance. Any firm can have a 'record' of costs, but proving such results to be both 'in line' and 'correct' is impossible without sound comparison."

Some Get in on the Ground Floor and Then They Stay There

O. S. FREEMAN, *Publisher, Watertown (Conn.) News,* (ISSUE OF MARCH 14)—"The collection of taxes is an important business carried on regularly by the local, state and national governments, and there doesn't appear to be any sense or good business method in the requests which reach every newspaper office asking newspapers to publish their various announcements free. We concede that there may be some news in such announcements, but it is the kind of news that produces financial return and should be paid for. * * * What, we ask in all candor, do the newspapers of the state receive FREE from the Tax Department? The National Editorial Association has been fighting this free publicity for years, and members are provided with stickers to be attached to such "news" advertisements and returned to the senders calling attention to the fact that "This matter comes under the head of PAID ADVERTISING. It is time the newspapers put a stop to this grafting."

Some Grow Up to a Job, and Some Try to Swell Up to It.

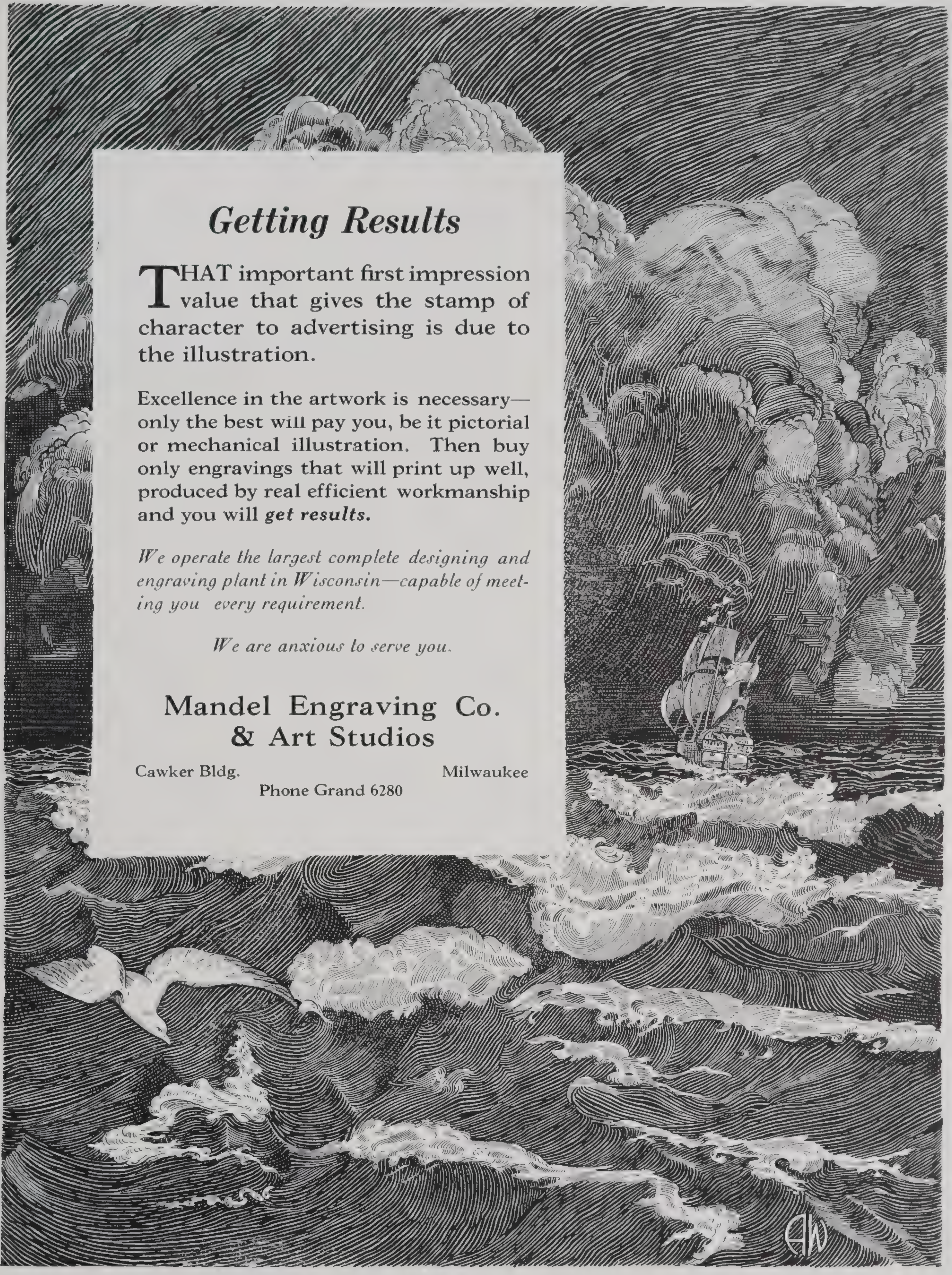
BIG INLAND MEETING—C. A. Beal, LaPorte (Ind.) *Herald,* chairman of the publicity committee of the Inland Daily Press Association, advises that the next meeting, May 20 and 21, at the Morrison, Chicago,—the first under the Lindsay regime—is going to cover in a big way such subjects as "The Iowa Idea" of getting foreign advertising co-operatively by newspapers; ethics, circulation audits, newspaper valuations, addressing devices, cost finding, peak-load advertising problems, circulation building, filing systems and others. Prominent speakers have accepted to talk during the noon-day luncheons. Announcements are expected of plans for the activity of the state vice-presidents.

Blow Your Own Horn But Change the Tune Once in a While

CODE FOR ADS—George M. Burbach, advertising manager of the St. Louis (Mo.) *Post-Dispatch,* has formulated a classification for newspaper advertising, as follows: National: Manufacturers, jobbers and wholesalers, not doing a direct local service to consumers; Railroad; Automobile; Local; All retail stores (not transients) in St. Louis, including manufacturers in St. Louis who advertise to the consumer, and banks and financial; Local Service, Dentists, opticians, etc., dairies, ice cream, chain stores, coal, etc.

SOUTH DAKOTA PRESS BULLETIN—*"Kiddie Kapers* is the name of the school news department which appears in the *Kimball Graphic.* It is edited by students. This is our idea of the best plan for publishing a high school paper in the ordinary South Dakota community—doing it in the columns of the home town paper."

(TURN TO PAGE 50)



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

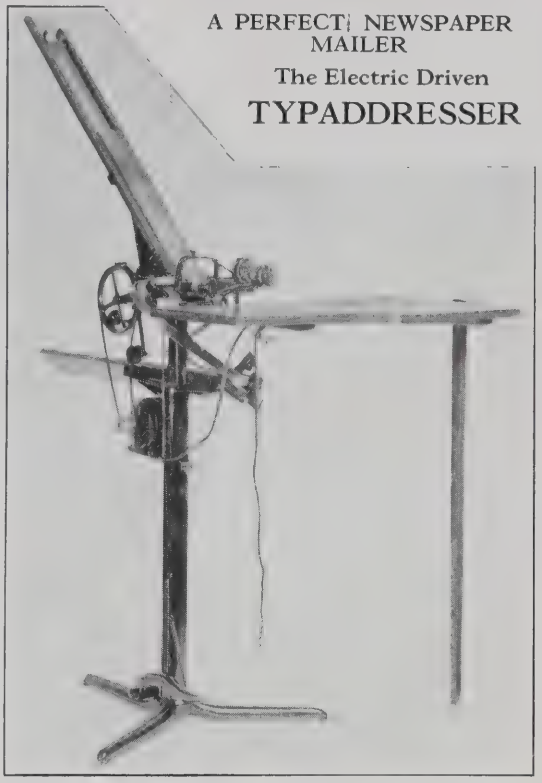
Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting you every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280



A PERFECT NEWSPAPER MAILER

The Electric Driven

TYPADDRESSER

Prints directly from linotype slugs through an inked ribbon on the margin of the paper.

Write for prices and 5 year guarantee.

THE TYPADDRESSER CO., OMAHA, NEBR.

Can the Printer Profit Through-Direct Mail Advertising?

Some printers have developed paying business through a "Service Department," acting as a breeder of new business. Other printers say advertising is no part of printing. Which is right?

Must a printer sit patiently awaiting his customer's orders, or shall he, through study and investigation, offer creative ideas which will mean more business?

Leicester Knickerbacher Davis

has packed definite, practical answers into a dynamic article that you cannot afford to miss. It appears in the MAY

PRINTING ART

For 40c (45c in Canada) you may find the solution to your problems, for besides this, there are other stimulating articles in this May issue worthy of any business man's attention; 100 pages of helpfulness, all new and original, written by practical men. Send coin or U. S. stamps to

Address Dept. C

The Printing Art
Cambridge, Massachusetts

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 48)

THERE'S MUSIC IN THE AIR—The fame of brass bands made up of printer-journalists, members of prominent press association, will spread still more. Following the Wisconsin association's venture, the *Kansas Press Association Band* has been announced. The personnel:

Cornets—J. L. Napier, Newton Kansan; Forrest Warren, Hiawatha World; J. Byron Cain, Belle Plaine News; Herbert Hickman, Florence Bulletin.

Clarinets—L. P. Millspaugh, Preston News; L. W. Davis, Elk City Sun; Glick Fockele (Leader), Le Roy Reporter.

Altos—M. L. Post, Colony Free Press; R. R. Painter, Elkhart Progress.

Trombones—Harry E. Ross, Burr Oak Herold; A. H. Haughawout, Onawaga Herald.

Baritones—R. H. Cline, Conway Springs Star.

Bass—Pete McKechnie, Kinsley Mercury; G. W. Musgrave, White City Register.

Saxaphone—O. F. McKittrick, McCracken Enterprise; Carl Beuoy, Cedarvale Messenger.

Tenor—A. M. Miller, Western Newspaper Union, Wichita.

Drums—Leon Miller and Harvey Butler, Wichita; John Redmond, Burlington Republican.

Drum Major—Keith Clevenger, The Empire, Bartlesville, Okla.

Some Work Because They Are Too Dignified to Beg And Too Nervous To Steal

WHAT IS A NEWSPAPER? *Harry S. New, Postmaster General,* IN U. S. POSTAL GUIDE, MARCH, 1924—"Newspapers as interpreted in this order (No. 99, with reference to handling in mail) are publications which are commonly and popularly understood to be newspapers, of which the leading and major feature is the dissemination of timely news of interest to the general public, whether published daily or weekly. The definition was framed with great care and *must* be followed as written and *intended.*"

Common Sense is the Best Business Doctor the World has Ever Known

SAY LAW SHOULD REMAIN—The Lancaster (Pa.) County Publishers' Association has voted against the abolition of the zone postal rate law, declaring the present law is "based on equity and fairness". Members of the American Publishers' Conference are discussing the proposed increase of postal employ salaries, with respect to postal rates.

The Hits made Yesterday Don't Win Today's Game

A REAL IDEA—F. W. Atkinson, Watsonville (Cal.) *Register,* is running display ads to readers asking them to telephone in news items, and each ad features the *Register* telephone number, which happens to be 25. The ads list various kinds of news items which are desirable, and also bring out the part which the paper is endeavoring to play in the community and social life.

The Ladder of Life is Full of Splinters, All Pointing Upwards

W. P. A. ADDS TO SERVICE—The Washington (State) Press Association, which has taken advanced steps in helping members to co-operatively place before national advertisers the facts and merits of their papers, will now collect and distribute ideas and aids on community activities and newspaper support, and also work toward stabilizing rates to buyers of national space.

He Doesn't Care What He Says Neither Does Anybody Else

TICKET PRINTING—*Baltimore Typothetae Bulletin*:—"All admission tickets of every kind, whether tax exempt or not, must be reported to the Collector of Internal Revenue and a sample submitted to him. Failure to do this is a violation of the law, and I understand the Government is making an active drive against violators."

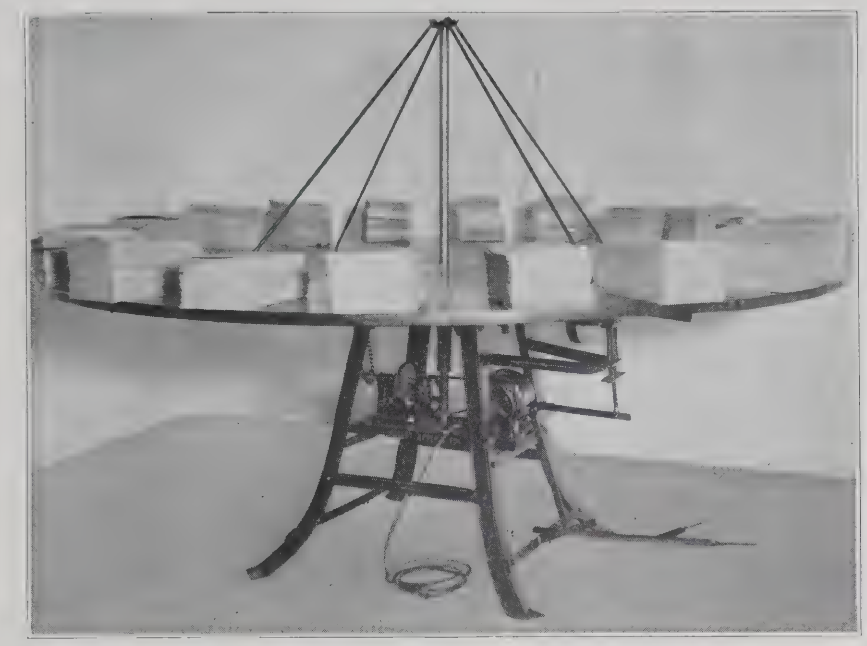
Nevertheless, Legs Often Make Up for Brains

LIMERICKS—Reviving Limerick contests during the election season, H. B. Jefferson, Sydney (N. S.) *Record,* offered small prizes and Mah Jongg sets. The paper had two columns of contributions for a considerable number of successive days and street sales jumped 700 a day.

CRACKING GOOD IDEA—The very artistic programme for the fifty-first annual convention of the Nebraska Press Association, Grand Island, Feb. 21-23, was bound in a beautifully worked stereotype mat, tied with a colored cord.

Efficiency Gathering Table

Variable Speed — Two to Six Revolutions Per Minute.



New Pattern Wider Base Legs and Brace Rods for Carrying Heavy Loads

Time and Labor Saving Device for Gathering Book Sections or Single Sheets

There are two standard sizes of table tops. The smaller is 42 inches in diameter, supplied with slip-in sections, extending the top to 5 feet in diameter.

The larger size, as illustrated, has a seven foot solid top. This is supplied with four brace rods suspended from the top of the driving shaft passing through the table top and angle iron support arms underneath table top, which enables table to carry over a half ton of paper if necessary.

The Efficiency Gathering or Assembling Table has a round top driven by a motor, worm gear and a friction disk. Entire load carried on ball bearings. It can be run at variable speeds, from two to six revolutions per minute, according to the work in hand and the speed of the operators. The changing of speed takes but a few moments and requires only the shifting of the friction wheel on the friction disk. Strong and durable. Two hundred pound man can climb on table without fear of tipping.

No installation cost, as all power necessary is taken from your electric light circuit. Operators can either sit or stand at their work and accomplish more in a day with less fatigue.

THREE STYLES

Prices $225 to $285 F.O.B. Chicago

THE EFFICIENCY BINDERY TABLE COMPANY

GENERAL OFFICE — 12130 EGGLESTON AVENUE, CHICAGO

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

SPARTAN
TYPE METALS

ECONOMY — DURABILITY

SPARTAN Type Metals are composed of three elements: tin, lead and antimony, carefully alloyed in their true proportions under the personal supervision of an expert metallurgist.

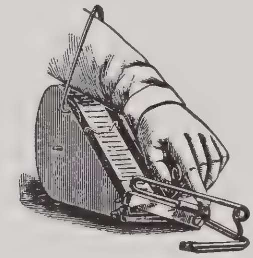
The formulas of the various kinds of Spartan Type Metal are the result of forty years' experience, during which time many improvements have been made not only in the formulas, but in the method of production as well.

FOR
Linotype Monotype Electrotype Stereotype
Autoplate Compositype Typograph

Molds For All Special Feed Bars
Steel Drums Free of Charge

WAREHOUSES:
Philadelphia Chicago Detroit Wheeling
New York Cleveland Kansas City Lancaster

MERCHANT & EVANS CO.
PHILADELPHIA



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST BUFFALO, N. Y.

Letters From Our Readers

In Last Month's Mail

O. D. Carter, *Simmons College, Abilene, Tex.*—I am today in receipt of your letter and notice of expiration date, and am herewith enclosing check to keep the Printer-Journalist coming for another year. I would not think of letting it stop coming, for it contains the things of interest and the useful information that no printer or publisher can well afford to do without.

> I am at present in Simmons College, studying journalism and at times I work in one of the shops here in Abilene. The Printer-Journalist keeps me informed about the printing industry in a way that I think I should be kept informed. I read it thoroughly; I *study* it, and find it to be a real course, as real to me as the courses I get in college.

Assuring you of my hearty co-operation and wishing for your continued success in publishing your good magazine, etc.

Charles Bradshaw, *Carrollton (Ill.) Patriot*—I like the NPJ as it is, and no way of improving it occurs to me at this moment. I like to read about the problems other editors have had to meet and the insurmountable difficulties they have had to overcome in order to attain even a little success. When I read of them I know that the "jinkses" that persistently pursue me are the common property of all publishers in general, and not mine alone. I have read "NPJ" for thirty years or more, and have always enjoyed it. You have changed it very much from what it used to be, but although I am at the age when men usually grow conservative and perhaps old fogyish, I admit that I like the snappy style your are putting into it. I am trying to keep my own paper young—not too frisky—but lively and out of the old ruts. Old people live longer by associating with young folks and young ideas. Perhaps I can add a year or so to the lives of my readers by keeping my paper young.

W. S. Montgomery, Editor and Manager New Albany (Ind.) *Tribune* (d. and w.)—I desire to state that I thoroughly enjoy and appreciate National Printer-Journalist each month. It is one of the best publications of its kind I have ever read.

I was very well acquainted with the founder of your paper, Mr. B. B. Herbert, and was a member of the National Editorial Association with him for many years. This publication is very instructive and valuable to all newspaper publishers and job printing offices. In our office we do quite a good deal of job printing and have a good circulation; our business in both departments is growing rapidly.

Harry Jolly, Carnegie (Okla.) *Herald*—Please find enclosed check for $2 in payment of a year's subscription to the National Printer-Journalist.

I have tried my darndest not to subscribe, but your circular letters and sample copies have resulted in my signing on the dotted line.

I have also learned this from you: One must not only have a publication worthwhile, but one must SELL it, however great its merits.

I shall use the lesson I have learned in my own circulation department.

Frank LeRoy Blanchard, *Henry L. Dohery & Co., New York, N. Y.*—I am enclosing a check for $2.00 for a year's subscription to the National Printer-Journalist. After examining your latest issue I have come to the conclusion that you are turning out a "bang-up" publication and one that I, as an advertising man and editor, want to look over and read for the very excellent material that you are presenting in your monthly issues.

Leroy Kennedy, *Miami (Ariz.) Daily Arizona Silver Belt*—Find herewith my abject apology in the form of a check for $2.00. The publication you are practically *giving* the newspaper people is good enough to pull a check out of the stoniest hearted and most indifferent editor and publisher in America. When the next year rolls around I will endeavor not to be so slow kicking in. Wishing the *"NPJ"* a very prosperous year, etc.

L. V. Thompson, Oak Creek (Colo.) *Times*—I am remitting for one year's subscription to *"NPJ"* with the greatest of pleasure. I would be a fool not to. The way in which you handle questions that puzzle "us editors" is fine, and the cost system articles are particularly useful.

Absolutely Non-Inflammable!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

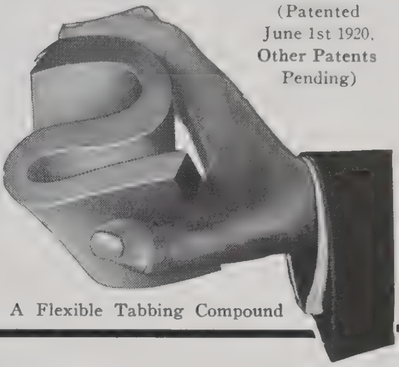
NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

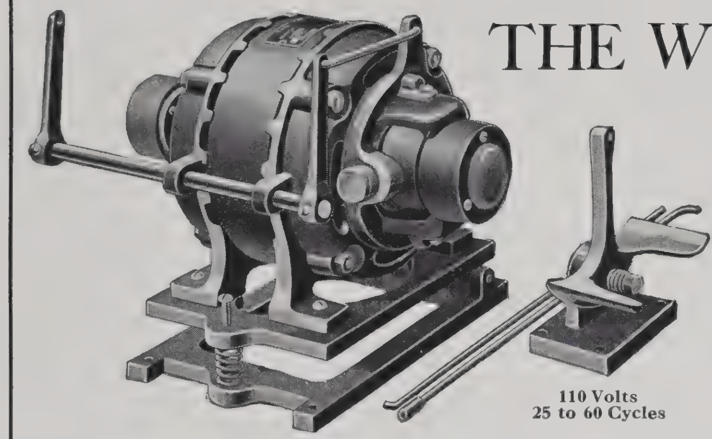
Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920. Other Patents Pending)



A Flexible Tabbing Compound



110 Volts
25 to 60 Cycles

THE WARNER VARIABLE SPEED ALTERNATING CURRENT MOTOR

for JOB PRESSES

Motors are equipped with double row self-aligning, Ball Bearings. You want a motor that will give the least possible trouble. **WE HAVE IT**

Bearings will run at least three years before re-oiling is necessary. Brushes are long life. Printers are getting over a year's run on an average on one set of brushes.

Stop, start, decrease or increase speed with the foot. Your hands have enough work to do, let your foot do a little of it. Satisfaction guaranteed or money refunded.

WARNER MOTOR MFG. CO.
410 East Ransom Street, KALAMAZOO, MICH.

ENGRAVOGRAPHIA

Steel Die and Copper Plate Printing

Steel
and
Copper Plate
Engraving
and Printing
to the
Trade

Prompt Service

The American Embossing Co.,
192-96 Seneca Street
BUFFALO, N. Y.

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery.
485 BROADWAY, MILWAUKEE, WISCONSIN

THE FAMOUS SWEAT SAVER $38^{50}

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

"NPJ" Classified Ads

Address all Communications to NATIONAL PRINTER-JOURNALIST, Classified Dept., 129-135 Michigan Street, MILWAUKEE, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

FOR SALE—MACHINERY

1 — Goss 4, 6, 8 page Comet.
1 — Duplex Angle Bar Press.
For sale. Factory overhauled. Price and terms reasonable.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St., Chicago

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

NAME SERVICE FAME QUALITY
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

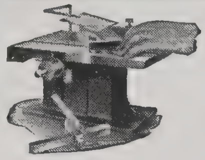
THE PRIMACO BURNER

FOR

LINOTYPE — INTERTYPE — LINOGRAPH

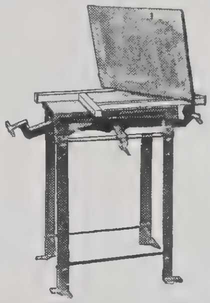
is the most reliable gasoline burner ever built for typesetting machines; better now than ever; sold on a 30-day trial period plan; your money promptly refunded if you are not satisfied.

PRINTERS' MATERIAL CO.
MEMPHIS, TENNESSEE



THE MARVEL-O

ALL METAL PRINTERS BENCH SAW
Price Complete $34.50
Saws, Miters—Guaranteed
A ¼ h. p. motor will operate saw to capacity



THE EAS-O MAT MAKER

Makes Mats Of Standing Type Forms
Price Complete $37.50

This will help you cut down composition costs and put your type back into your cases for other use.
Will Pay for Itself in a Few Weeks.
Sold on Monthly Payment Plan if desired.
We Manufacture the Simpl-O Caster—
Price $72.50 Complete
Write for Literature.

SIMPL-O CASTER CO.
614 Park, Bld., Cleveland, O.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

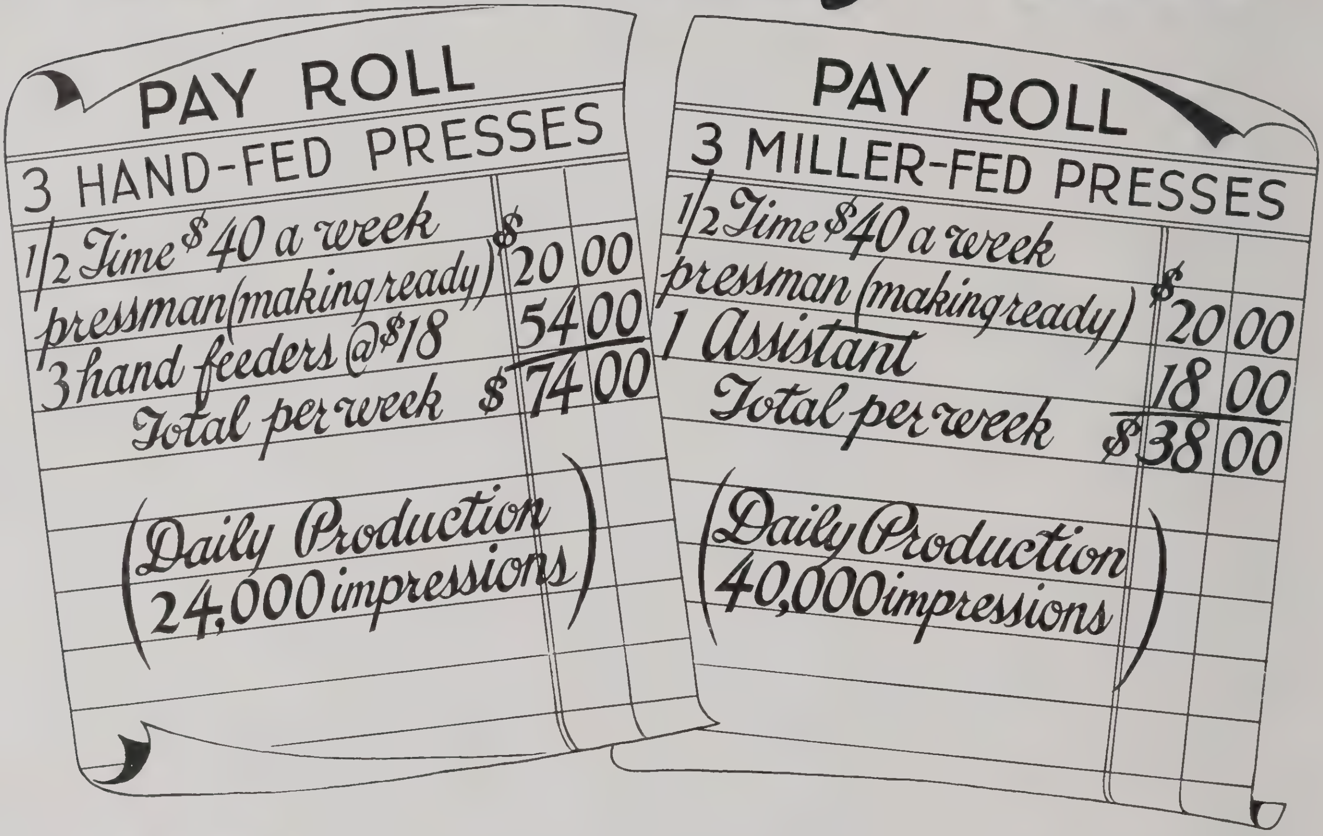
COSTS YOU NOTHING TO
TRY

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.
[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.
[For All Other Standard Boxes]

THE FLEXIDEAL CO., INC.
Sole U. S. and Canadian Distributors
21 William Street New York

Put Miller Feeders on Your Pay Roll



PAY ROLL

3 HAND-FED PRESSES

1/2 Time $40 a week pressman (making ready)	$20	00
3 hand feeders @$18	54	00
Total per week	$ 74	00

(Daily Production 24,000 impressions)

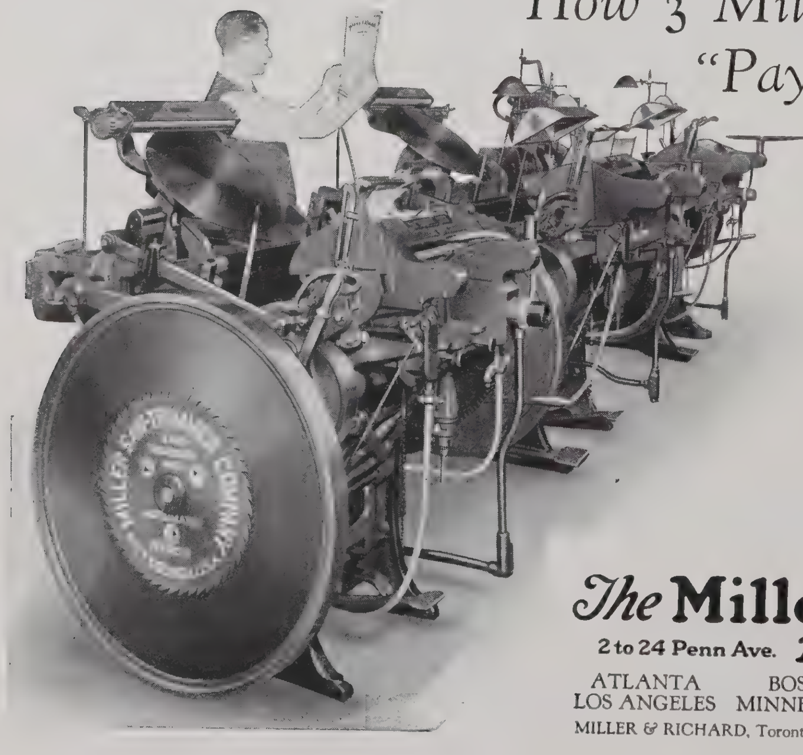
PAY ROLL

3 MILLER-FED PRESSES

1/2 Time $40 a week pressman (making ready)	$20	00
1 Assistant	18	00
Total per week	$38	00

(Daily Production 40,000 impressions)

How 3 Millers [8x12, 10x15, 12x18] "Pay Their Way" in 4 Months



Pay-Roll Saving	$ 624.00
Increased Production	1664.00
Total Saving and Profit	$2288.00
Investment (6% interest added)	2193.00
Net Gain	$ 95.00

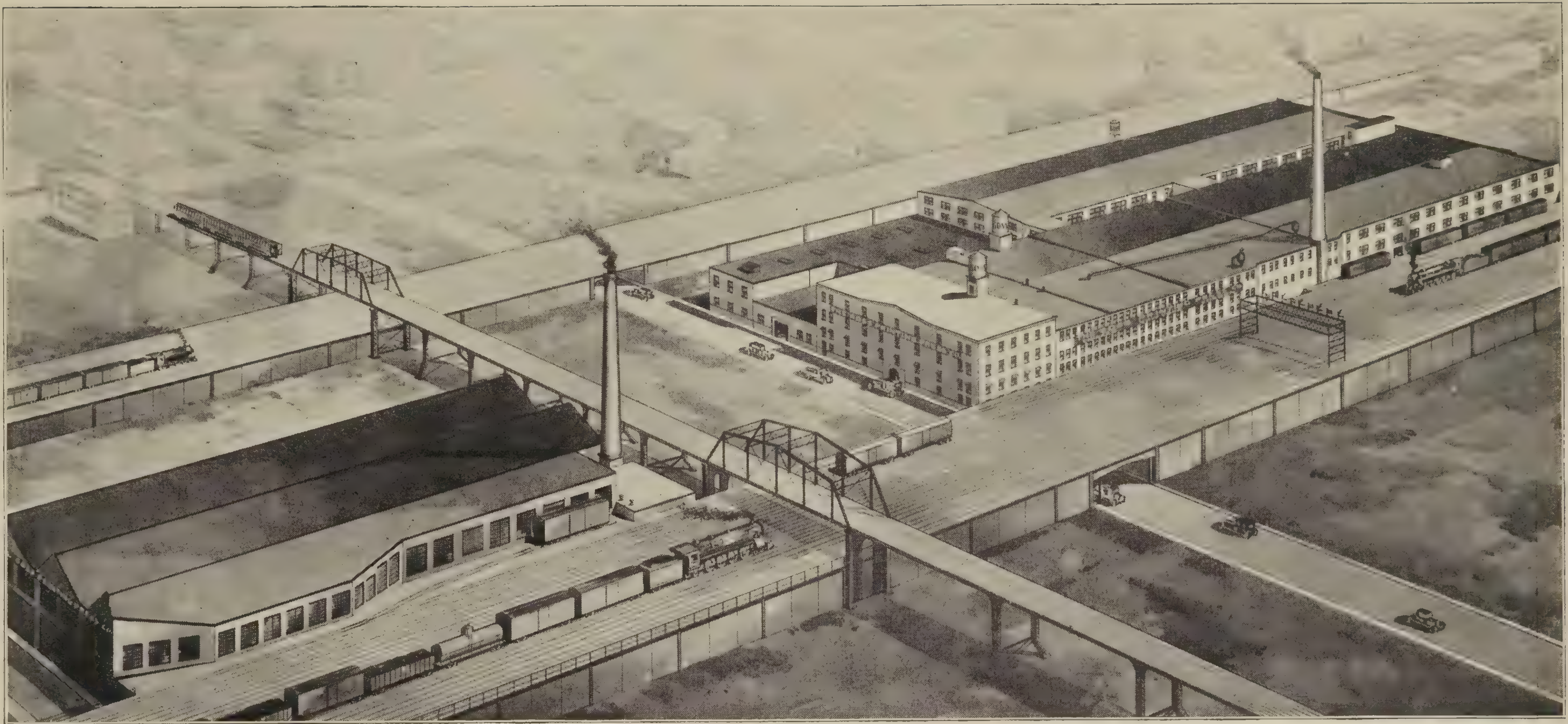
¶ AFTER FOUR MONTHS, the three machines are paid for, earning you $6,864.00 *extra profits* every year thereafter.

¶ THESE FIGURES are based on composite cost and production records actually established in hundreds of Hand-Fed and MILLER Feeder-Equipped Shops. Write for complete details and particulars regarding our "Pay Roll Payment Plan."

The Miller Saw-Trimmer Co.

2 to 24 Penn Ave. **Pittsburgh, U.S.A.** Point Building

ATLANTA BOSTON CHICAGO DALLAS DETROIT
LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO
MILLER & RICHARD, Toronto-Winnipeg LANSTON MONOTYPE CORP., Ltd., London



THE PLANT BEHIND THE PRESSES THAT PRINT THE PAPERS

OUR SHADOW has lengthened four hundred and seventy-five feet this year. Thanks are due our many and valued publisher friends for so tangibly and so generously expressing their opinion of Goss Presses in that undeniably gratifying and universally popular form — ***orders.***

Having entirely utilized our immense site which extends eastward from South Paulina Street, Chicago, it was necessary to cross the street and acquire an entire city block to erect the latest plant addition.

THE GOSS PRINTING
PRESS COMPANY

NEW YORK CHICAGO LONDON

GOSS

STRAIGHT LINE GOSS HIGH SPEED

THE NEW four hundred and seventy-five foot long, saw-toothed structure you observe in the foreground, has just been completed and will house many new big tools. Needless to state no opportunity will be overlooked to expedite production.

With ground available for further expansion, it shall continue to be the one aim of this thirty-three years ***young*** organization of ours to serve the publishing fraternity faithfully and well, and to keep pace with requirements.

There are certain fundamental beliefs upon which we have built this business

MATRICES

When we sell a Linotype, we assume and fulfill the responsibility of keeping it supplied with matrices.

TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

522.24.6-A

Composed entirely on the LINOTYPE *in the Benedictine Series*

In this Number: SPECIAL NEWS BUDGET FOR THE CRAFTSMEN — About the Milwaukee Graphic Arts Exposition and Convention, August, 18 - 23

NATIONAL PRINTER JOURNALIST

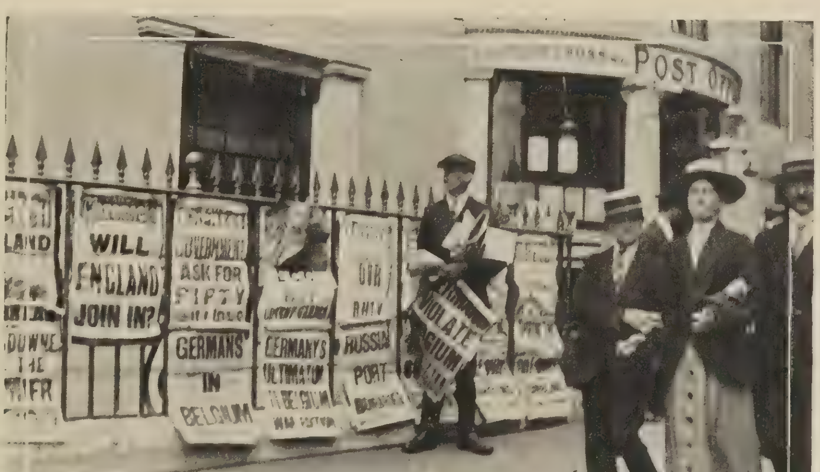
JUNE, 1924

Vol. 42. No. 6.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c



ADVERTISING NEWS WITH PRINTED POSTERS
INSTEAD OF NEWSPAPER HEADLINES

A Successful English Method. Can it be Used With the American Newsboys? Note Article in this Issue

A Magazine for the Newspaperman
and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879

Ask Yourself These Questions

STATEMENT: Newsprint is the cheapest fabric made, and the frailest. It is only three one-thousandths of an inch thick. And it is run through the press at the speed of a motor car.

QUESTION 1: What chance has newsprint in a press dressed with plates that are crooked, or plates that are so badly cast and shaved that they vary in thickness by many times the thickness of the newsprint itself?

QUESTION 2: Are not true printing plates, which are so uniformly shaped and accurately made that they put no unnatural strain upon the sheet in the press, an absolute essential of successful newspaper production?

REMARKS: If plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness—or are sprung in the making—they will break sheets on the press, injure press blankets, and print poorly.

Mis-shapen printing plates are not the fault of those who make them, but of the apparatus in which they are made. The most expert stereotyper cannot turn out true plates with hand apparatus.

Even with the best hand box and plate finisher made, plates will be untrue in curvature, inaccurate in thickness, and out of shape. Such plates are the cause of newsprint waste, press delays, and poorly printed papers.

THE PONY AUTOPLATE MACHINE makes plates which are accurate in curvature and thickness, and it does not spring them. It enables a press to do its work comfortably, without unnecessary delay, or paper waste.

It saves time and money in three departments,—the foundry, the press room, and the delivery room.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

A Power Magazine Lift

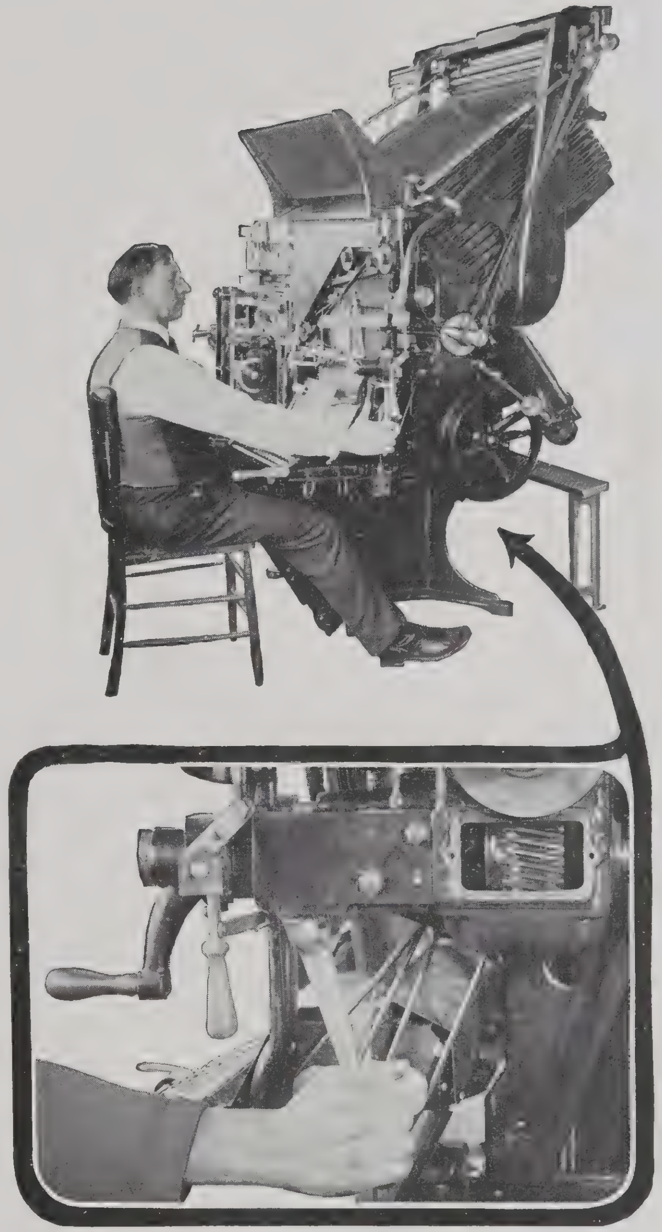
In building a Linograph both the operator and the owner receive first consideration. Among the many practical and profitable features of the New *All Purpose* Linograph is the Power Magazine Lift.

The Power Magazine Lift is simple, positive and efficient. Pulling the lever as shown in the illustration operates an expansion clutch. This engages the intermediate drive shaft with the simple elevating mechanism and your magazines are raised.

The Power Magazine Lift conserves the energy of the operator. It enables him to work with the same zest and speed at the end of a day as in the beginning, insuring a considerable increase in your production—and your profits.

This is just one of the new *All Purpose* Model 12 Linograph's practical and profitable features.

Further Information on Request



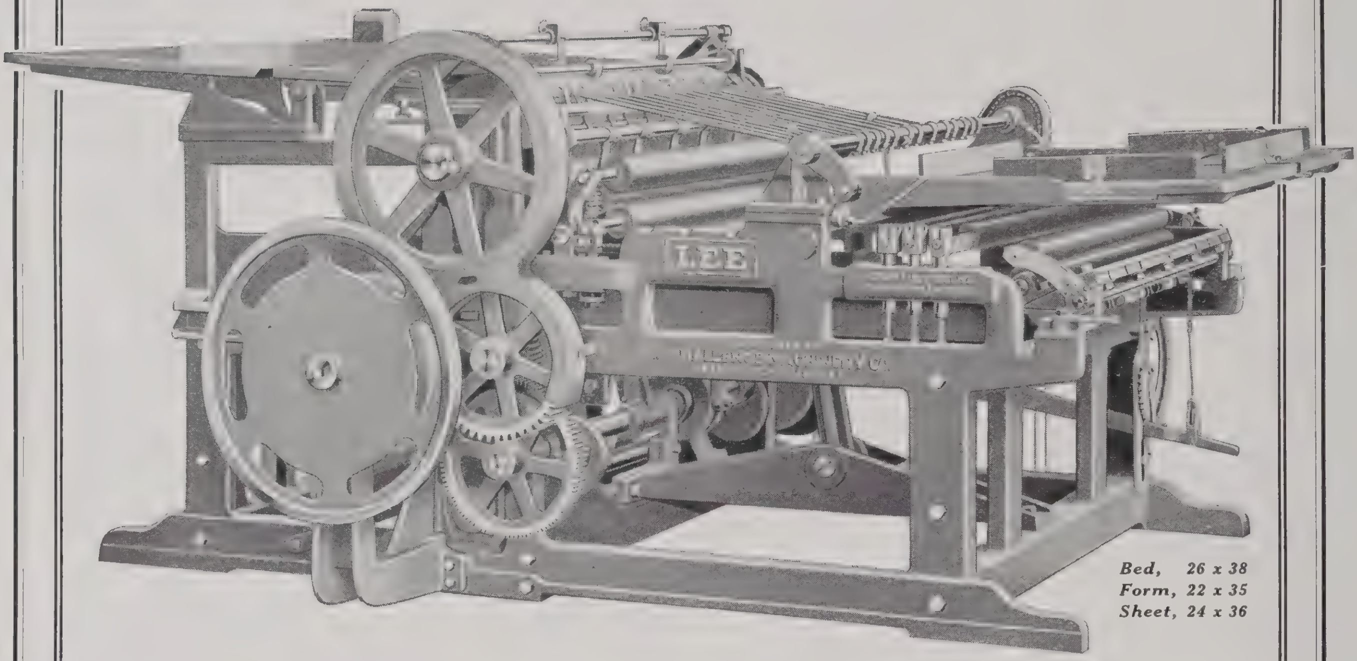
The Linograph Company

Davenport, Iowa, U. S. A.

NEW YORK OFFICE
Park Row Building, New York City

From Feed-Board to Jogger

The Lee Two-Revolution Press will more than make good every claim



Bed, 26 x 38
Form, 22 x 35
Sheet, 24 x 36

IN its construction the LEE PRESS represents the long experience of a well and favorably known firm that has been making printing presses and printers' utilities for more than a third of a century.

The manufacturers have developed and perfected the Lee Press with the view of giving the printer a simplified, easily handled, high-class press, economical in first cost and in up-keep and capable of handling every grade of work that can be produced on a two-roller, two-revolution, from a small circular or letterhead in one color up to a 24x36 inch sheet in colors and which may call for the closest kind of register.

They know the quality of the material and workmanship that is put into it, and with the confidence of that knowledge guarantee absolutely that the Lee Two-Revolution Press will make good every claim made for it.

In its moderate first cost, in its low cost of maintenance, in its superior product, and in its low cost of operation, the Lee Press represents the best possible press-room investment a printer can make — a continuous profit producer.

Full information will be quickly supplied by the manufacturer or any dealer—write for it today

The Challenge Machinery Company, *Manufacturers*

CHICAGO, 124 South Wells Street
Grand Haven, Mich.
NEW YORK, 220 West 19th Street

LANCASTER BOND

THE ARISTOCRAT OF BONDS

LANCASTER BOND has beauty that is the result of fine materials well handled by experienced paper makers and is made by the most modern processes; as a result it can be used in quantity without extravagance.

MANUFACTURED BY

GILBERT PAPER COMPANY, *Menasha, Wis.*

Selling Agents:

BALTIMORE, MD.	Barton, Duer & Koch Paper Co.
BOSTON, MASS.	Carter Rice & Co.
BUFFALO, N. Y.	R. H. Thompson Co.
CHICAGO, ILL.	Moser Paper Co.
CINCINNATI, OHIO	Chatfield & Woods Co.
CLEVELAND, OHIO	Cleveland Paper Mfg. Co.
COLUMBUS, OHIO	Scioto Paper Co.
DAYTON, OHIO	Buyer's Paper Co.
DENVER, COLO.	Carter, Rice & Carpenter Pa. Co.
DES MOINES, IOWA	Carpenter Paper Co. of Iowa
DETROIT, MICH.	Beecher, Peck & Lewis
GREAT FALLS, MONT.	Great Falls Paper Co.
INDIANAPOLIS, IND.	C. P. Lesh Paper Co
LANSING, MICH.	The Dudley Paper Co.
LOS ANGELES, CAL.	Blake, Moffitt & Towne
LOUISVILLE, KY.	The Rowland Co.
MANILA, P. I.	J. P. Heilbronn Co.
MEMPHIS, TENN.	Tayloe Paper Co.
MILWAUKEE, WIS.	E. A. Bouer Co.
MINNEAPOLIS, MINN.	Paper Supply Co., Inc.
NEW ORLEANS, LA.	Julius Meyer & Sons, Inc.
NEW YORK, N. Y.	Conrow Bros.
NEW YORK, N. Y.	F. W. Anderson & Co.
PHILADELPHIA, PA.	Whiting-Patterson Co.
PORTLAND, ORE.	Blake, McFall Co.
PUEBLO, COLO.	Colorado Paper Co.
RICHMOND, VA.	Richmond Paper Co.
ROCHESTER, N. Y.	R. M. Myers & Co
ST. LOUIS, MO.	Beacon Paper Co.
ST. PAUL, MINN.	Inter-City Paper Co.
SAN FRANCISCO, CAL.	Blake, Moffitt & Towne
SEATTLE, WASH.	American Paper Co.
SPOKANE, WASH.	Spokane Paper & Stationery Co.
TACOMA, WASH.	Tacoma Paper & Stationery Co.
TULSA, OKLA.	Tayloe Paper Co.
WASHINGTON, D. C.	Barton, Duer & Koch Paper Co.

EXPORT—Maurice O'Meara Co., New York, N. Y.

GREETING CARDS

For Christmas and New Year

Made Especially for Printers' Use
All Steel Die Embossed

The Greeting on Cards is Steel Die Embossed in a style of letter so that individual names can be added from Printers' type to match. All cards are enclosed in Wedding Tissue and have envelopes to match.

The above Cards can be furnished without Greeting or without Greeting and Design. Samples and Price List furnished to the trade.

NINETEEN TWENTY-FIVE

JANUARY							MAY							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
·	·	·	·	1	2	3	·	·	·	·	·	1	2	·	·	1	2	3	4	5
4	5	6	7	8	9	10	3	4	5	6	7	8	9	6	7	8	9	10	11	12
11	12	13	14	15	16	17	10	11	12	13	14	15	16	13	14	15	16	17	18	19
18	19	20	21	22	23	24	17	18	19	20	21	22	23	20	21	22	23	24	25	26
25	26	27	28	29	30	31	24	25	26	27	28	29	30	27	28	29	30	·	·	·
·	·	·	·	·	·	·	31	·	·	·	·	·	·	·	·	·	·	·	·	·

FEBRUARY							JUNE							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	·	1	2	3	4	5	6	·	·	·	·	1	2	3
8	9	10	11	12	13	14	7	8	9	10	11	12	13	4	5	6	7	8	9	10
15	16	17	18	19	20	21	14	15	16	17	18	19	20	11	12	13	14	15	16	17
22	23	24	25	26	27	28	21	22	23	24	25	26	27	18	19	20	21	22	23	24
·	·	·	·	·	·	·	28	29	30	·	·	·	·	25	26	27	28	29	30	31
·	·	·	·	·	·	·	·	·		·	·	·	·	·	·	·	·	·	·	·

MARCH							JULY							NOVEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	·	·	·	1	2	3	4	1	2	3	4	5	6	7
8	9	10	11	12	13	14	5	6	7	8	9	10	11	8	9	10	11	12	13	14
15	16	17	18	19	20	21	12	13	14	15	16	17	18	15	16	17	18	19	20	21
22	23	24	25	26	27	28	19	20	21	22	23	24	25	22	23	24	25	26	27	28
29	30	31	·	·	·	·	26	27	28	29	30	31	·	29	30	·	·	·	·	·
·	·	·	·	·	·	·	·	·	·	·	·	·	·	·	·	·	·	·	·	·

APRIL							AUGUST							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
·	·	·	1	2	3	4	·	·	·	·	·	·	1	·		1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	28
26	27	28	29	30	·	·	23	24	25	26	27	28	29	27	28	29	30	31	·	·
·	·	·	·	·	·	·	30	31	·	·	·	·	·	·	·	·	·	·	·	·

AMERICAN EMBOSSING CO BUFFALO, N.Y.

Calendar Cards

With Edges Bordered

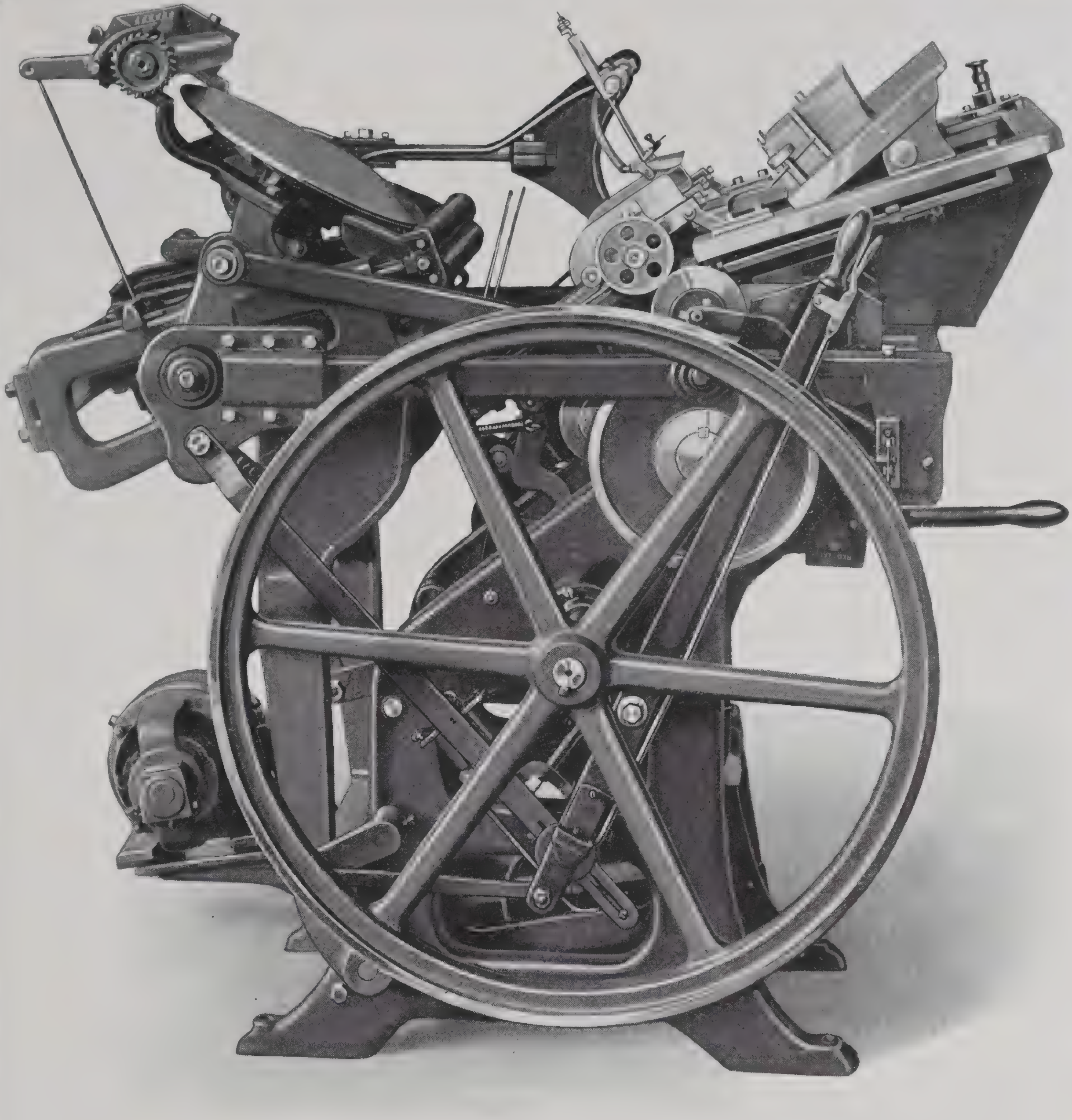
Made from 3-ply stock in white and colors. Calendars can be furnished with all matter Steel Die Embossed, or with Calendar only, also furnished without Calendar. Electrotypes of Calendar can be furnished where it is to be printed. Made only in one size 3½ x 6¼ to fit 6¾ envelope.

Cards can be punched and Cords with Tassel furnished. Samples and price furnished to the trade.

The American Embossing Co.

Steel Die and Copper Plate
Engravers to the Trade

192-96 Seneca St. Buffalo, N. Y.

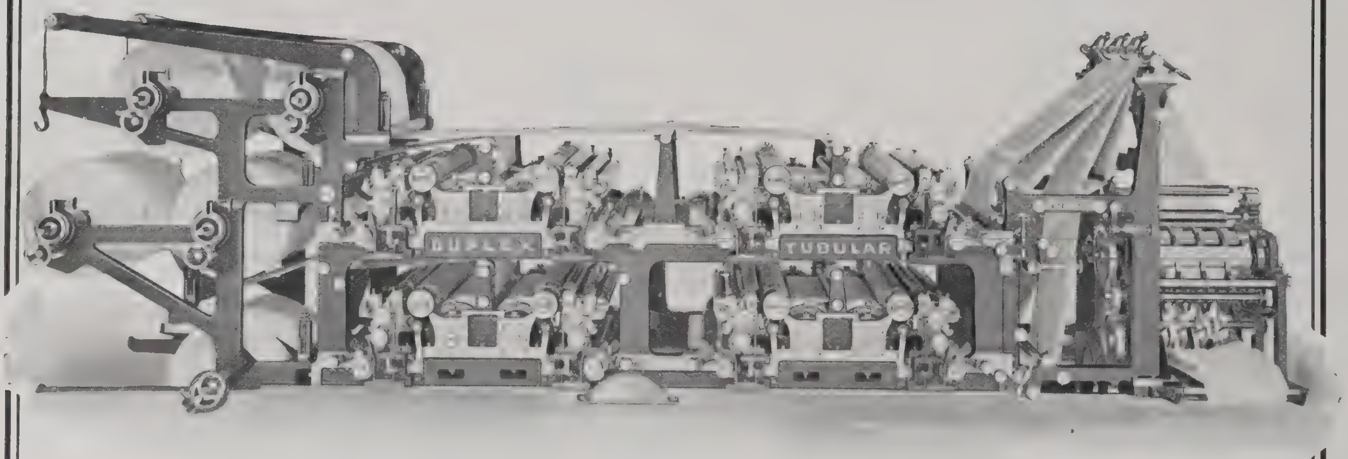


THE KLYMAX FEEDER attached to a CHANDLER & PRICE PRESS insures a rapid automatic unit that is capable of handling the various classes of job printing quicker and more accurately than can be done by hand.

KLYMAX FEEDERS are made for the 8x12, 10x15, 12x18 and the new 12x18 CHANDLER & PRICE CRAFTSMAN PRESS. Write our nearest Selling House for descriptive circulars and quotations.

AMERICAN TYPE FOUNDERS COMPANY

MANUFACTURER OF THE KLYMAX FEEDERS



Tubular Plate Press—prints 2-4-6-8-10-12-14 or 16 pages at 30,000 per hour from one set of plates.

A Few Reasons why they buy

The DUPLEX Tubular Plate Press

1—Prints all page combinations—*Impossible on semi-cylindrical plate presses.*

2—All products produced at full speed—*Impossible on semi-cylindrical plate presses.*

3—Only one set of stereotype plates are cast—*Two sets are required for semi-cylindrical plate presses.*

4—Built on the unit system—extra printing units may be added at any time.

5—May at slight expense be adapted to color supplement work, thus saving the heavy expense of a special color press.

Visit the works at any time and see a dozen or more of these presses in various stages of assembly and under test on the erection floor.

Duplex Printing Press Co.

Works and Main Offices
Battle Creek, Michigan

NEW YORK
World Bldg.

CHICAGO
Chicago Temple Bldg.

SAN FRANCISCO
Chronicle Bldg.

Direct factory Representatives in Canada — Agents All Foreign Countries

Use the Specification Chart *to sell* *Your Service!*

HOW many times has the paper question crept in to overshadow your service? How many times has it been the basis for questionable competition?

There are too many cases in which the printer feels that he should use the cheapest paper obtainable, utterly regardless of its suitability, in order to avoid price troubles with his customer.

The job then does not turn out satisfactorily. In avoiding price competition, the printer frequently lays himself wide open to competition on quality and service, and a customer lost on this basis is difficult to regain.

The great majority of customers are willing to pay for the paper that the job actually calls for—if they can be satisfied that the selection is soundly and wisely made.

With bond paper on the market at 126 different prices, and with no economical justification for more than nine prices or grades [these terms should be interchangeable] you can hardly blame the customer for wondering what it is all about; and for buying paper by price when all would be better served if it were bought on the basis of suitability.

Mind you, we do not say that if paper values could be standardized all price competition would disappear. We do know, however, that under present conditions much of the price competition can be traced to paper, and if all or any part of this really unsound competition could be removed by the use of the Specification Chart, it would certainly be a step in the right direction.

We will be glad to supply you with copies of the Chart, and other material to help in the work of standardizing paper values.

AMERICAN WRITING PAPER COMPANY
Makers of Eagle-A Bonds, Linens, Ledgers, Covers,
Book Papers and Announcements
Holyoke, Massachusetts

EAGLE-A *Bond* PAPERS

MARK OF
QUALITY-STANDARDS

This watermark identifies Eagle-A Bonds

THE SPECIFICATION CHART OF BOND PAPER USES

Each of these nine grades of Eagle-A Bond Paper is produced on a volume basis, with all the resulting economy in manufacture and distribution.	The Controlling Factors in the use of all Bond Papers								
	PERMANENT			SEMI-PERMANENT				Temporary	
	Rag Content Papers							Sulphite Papers	
Chief uses of paper in modern business	Coupon Bond	Agawam Bond	Persian Bond	Contract Bond*	Airpost Bond	Chevron Bond*	Acceptance Bond	Norman Bond	Telephone Bond
Letterheads	A1	1	2	2	3	3	3		
Invoices	A1	1	2	2	3	3	3		
Statements	A1	1	1	2	2	3	3		
Checks				1	2	3	3		
Drafts			1	2		3	3		
Notes			1	2	2	3	3		
Purchase Orders		1	1	2	2	3	3		
Contracts	A1	1	1	2	2	3	3		
Receipts			1	2	2	3	3		
Inter Dept. Letters							1	2	3
File Copies							1	2	3
Acknowledgments			1		2		3		
Price Lists				1		1	2	3	
Mortgages	A1	2	3	3					
Deeds	A1								
Stock Certificates	A1	2	3						
Policies	A1	2	3	3					
Inventory Forms				1	1	2	2	3	
Requisitions				1	2	2	3	3	
M'f'g. Orders				1	2	2	3		
Receiving Reports							1	2	3
Stock Reports				1	2	2	3	3	
Time Slips							1	2	3
Memo Slips							1	2	3
Reference Booklets						1	2	3	

KEY TO ABOVE CHART
A1—Extra First Choice 1—First Choice
2—Second Choice 3—Third Choice
*Recommended for Offset Lithography

Four factors are considered in the above classifications: (a) Appearance, (b) Long Life, (c) Printing qualities, (d) Probable handling (in office, in mail and at destination). First choice provides maximum protection; others a slight sacrifice of one or more of the factors.

Coupon Bond A strictly First Grade, Pole Loft Dried Paper, made from new white hard rags. Will retain strength and color indefinitely. Supremely impressive in appearance, with the 'feel' and crackle found only in the very highest class of Bond Paper.
Made in White and Six Colors

Agawam Bond A High Grade, Pole Loft Dried Paper, containing a very high percentage of the best new rags. Clear white in color, of impressive appearance, and designed for general use where a very substantial paper of extremely long life is desired.
Made in White only

Persian Bond Pole Loft Dried Paper of High Rag-content, having much the appearance of higher grade bonds. A popular paper combining quality-appearance with moderate price. Will last for a generation. *Made in White and Three Colors*

Contract Bond Pole Loft Dried Paper of substantial Rag-content with high factors of long life and resistance to wear; smooth finish, and particularly adapted to Offset Lithography.
Made in White and Eight Colors

Airpost Bond Festoon Loft Dried, Rag-content Paper with much of the strength and rich appearance of a higher grade paper. It combines Quality-Appeal and moderate price.
Made in White and Six Colors

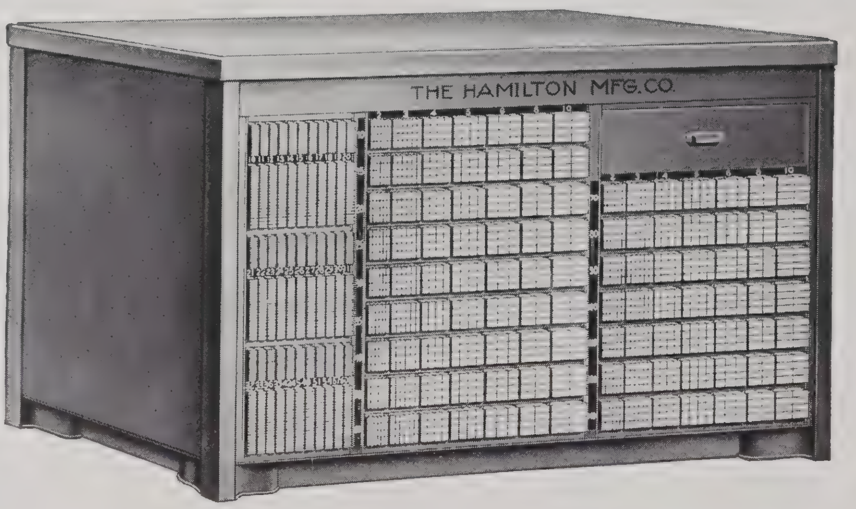
Chevron Bond Pole Loft Dried Rag-content Paper. Maximum Bond Paper opacity. Smooth finish. Especially adapted to high speed Offset Printing. *Made in White only*

Acceptance Bond Air Dried Rag-content Paper with a rich surface appearance, and clear white color. In great demand for large edition work on forms, circulars, letters, etc., because of its low price and wide range of colors.
Made in White and Seven Colors

Norman and Telephone Bond are Sulphite Pulp Papers, recommended to be used for temporary purposes only. Made in White and a wide range of Colors adapted to Factory and Office Forms. Norman Bond is a No. 1 Sulphite Grade. Telephone Bond is a No. 2 Sulphite Grade.

Hamilton Imposing Tables

are made assembled from standardized units, the details of which have been carefully developed with the one thought of providing maximum service to a critical clientele. The feature of interchangeability has been perfected to a marked degree, thus permitting the manufacture of these units in large quantities and with resultant minimum costs.



No. 14000-A (Steel) **No. 4000-A** (Wood)

Illustration hereon is of one side of No. 14000-A. Reverse side is devoted entirely to storage of job galleys, accommodating 138 Hamilton galleys, (8¾ x 13) on runs, with all galley openings numbered. This design probably offers more really desirable working and storage facilities for the modern job office than any other yet produced.

DETAILS

Illustration shows one side with the following arrangement:

Reglet Unit holding all sizes, 6 and 12 point, standard lengths, 10 to 60 picas.

Furniture Units holding all standard sizes of wood furniture 10 to 140 ems long.

One large drawer for quoins, mallet, planer, etc.

Height to top of working surface, 38¼ inches.

Takes iron top, size, 39x65 ins.; marble top, 36x62 ins.

Above description is of the steel table. The wood table of the same design (No. 4000-A) has identical equipment, but requires a 39 x 63 inch iron surface, or a marble surface 36 x 60 inches and accommodates only 132 steel galleys size 8¾ x 13 inches.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods Are For Sale by all Prominent Type Founders and Dealers Everywhere

67 Machines Installed in 28 Years

Showing the number of Dexter and Cross Automatic Feeders in the plant
of R. R. Donnelley & Sons Co. each year for the past twenty-eight years

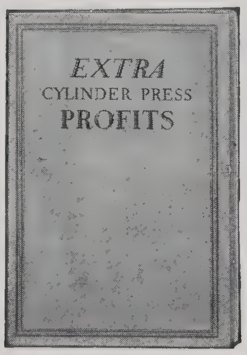
One Machine in 1895—*Sixty-seven* Today!

1895	1896	1897	1898	1899	1900	1901	1902	1903	1904
1	1	1	2	2	2	4	5	5	8
1905	1906	1907	1908	1909	1910	1911	1912	1913	1914
8	8	10	10	12	28	29	29	29	29
1915	1916	1917	1918	1919	1920	1921	1922	**TODAY**	
38	50	52	52	60	61	65	67	**67**	

A steady line of repeat orders. The investment of over $100,000 in Dexter and Cross Automatic Feeders by a great concern like R. R. Donnelley & Sons Co. is well worthy of note and study by all printers

WHY have R. R. Donnelley & Sons Co. practically eliminated hand feeding from their plant?

WHY have they made such a tremendously large investment in the Dexter and the Cross Automatic Feeders?



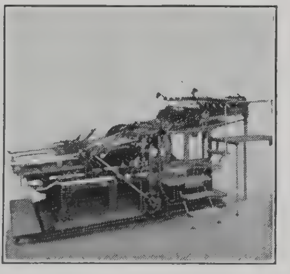
EXTRA
CYLINDER PRESS
PROFITS

A note or card will bring this booklet to you

WHY have they ordered continuously machine after machine since 1895—before the days of the Spanish-American War?

There must be some reasons. There ARE some reasons. The booklet shown here—Extra Cylinder Press Profits gives a clue and outlines all of the reasons.

You should at least *read* this interesting booklet. A copy will be sent to your home or to your business address without obligation to you.

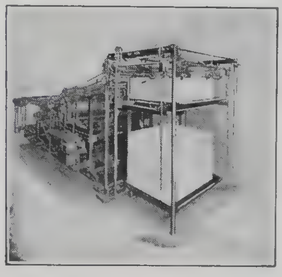


DEXTER FOLDER CO.

28 West 23rd Street
New York City

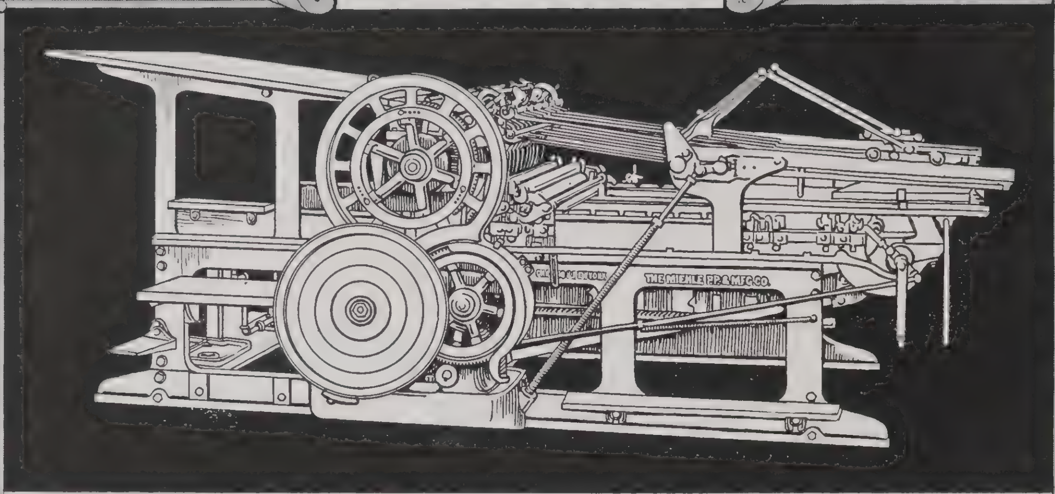
CHICAGO PHILADELPHIA BOSTON
CLEVELAND ST. LOUIS

Harry W. Brintnall, Los Angeles & San Francisco
Dodson Printers' Supply Co., Atlanta, Ga.
E. G. Myers, Dallas, Texas



T. W. & C. B. Sheridan Co., 63 Hatton Garden, London E. C. 1 England are the distributors of Dexter Folders and Feeders in Great Britain

The Miehle


THE MIEHLE P.P. & MFG. CO.

TWO COLORS AT ONE IMPRESSION

THE Miehle Two-color press saves labor, saves material and cuts waste to a minimum.

It is built in a variety of sizes, sufficient to cover every legitimate need for a press of this character.

It has every quality of the regular Miehle one-color and many others all its own.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., [illegible] Monadnock Block
PHILADELPHIA, PA., [illegible] Chestnut Street
BOSTON, MASS., [illegible] Federal St.
NEW YORK, N.Y., [illegible] Woolworth Bldg.
DALLAS, TEX., [illegible] Bldg.
SAN FRANCISCO, CAL., [illegible] Mission St.
ATLANTA, GA., Dodson Printers Supply Co.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co. Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

CONFIDENCE

WHENEVER YOU BUY ANYTHING—WHETHER merchandise or service—you want to know whom you are buying from, YOU DON'T—and you CAN'T—feel safe, or confident of the quality unless you DO know. But whenever you know that MORAL and FINANCIAL RESPONSIBILITY are behind the firm you are dealing with, you yield your confidence UNRESERVEDLY. So it has been with WILKE'S TYPE METAL. The moral responsibility and high efficiency of its makers are reflected in the men behind it. These two great factors have given you in WILKE'S the HIGHEST STANDARD OF TYPE METALS ever produced and have transformed the manufacture of type metals from a hit and miss proposition to a dignified scientific industrial pursuit.

METALS REFINING COMPANY
HAMMOND, INDIANA

WILKES
TYPE METALS

WILKE'S

THE HIGHEST STANDARD OF TYPE METALS

Warehouses at—Boston, Chicago, Cincinnati, Cleveland, Detroit, Hammond, Kansas City, Louisville, Milwaukee, Minneapolis, New York, Omaha, Pittsburgh and St. Louis.

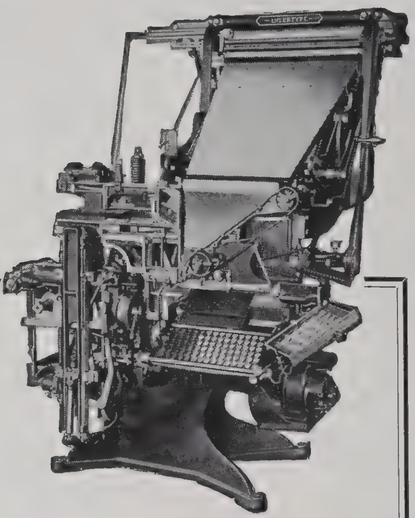
NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

Many small economies —big total savings

Small savings multiplied many times daily — and then multiplied over and over for many days, weeks, months, and years — make up big totals of *clear profit.*

Thousands of needless motions saved by a power keyboard side unit — press time saved by clean-cut solid slugs — *fewer parts to wear out,* smaller repair bills — fewer distributor stops, less interruption of service.

Such factors — and there are many of them — give the Intertype user a decided advantage in times when cost of production must be reduced to absolute minimum.



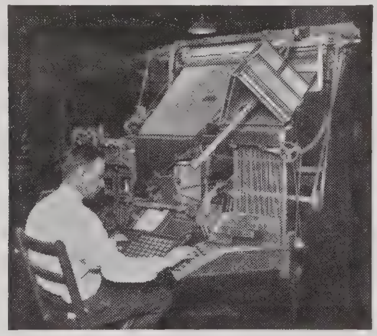
Low Cost of Maintenance

"We have had our Intertype for more than eleven years. The cost for repairs has been almost nothing." — *Wm. R. Kane, The Editor Magazine, Highland Falls, N. Y.*

"There are apparently few parts that wear, and those that do are small items, generally inexpensive and easily replaced." — *John N. Page, Intertype Composition for the Trade, Minneapolis, Minn.*

"The upkeep of the Intertype during ten years of continuous operation has been so small as to be not worth mentioning." — *Henry V. Jones, Philadelphia, Pa.*

"During the first year we spent nothing at all for repairs, and since that time the actual expense for replacement parts (for two Intertypes) has been — 1917, $3.44; 1918, 81 cents; 1919, $1.34; 1920, 52 cents; 1921, $5.16; 1922, $13.93; 1923, $2.97 — a total of $28.17 — *I. P. Hurtt, Sedalia Printing Co. Inc., Sedalia, Mo.*



Three-Magazine Power Key-board Side Unit

Ask our nearest office to send a representative or to send full details by mail.

INTERTYPE CORPORATION, 50 COURT STREET, BROOKLYN, N. Y. *Branch Offices:* CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. *Sales Offices:* BOSTON, 49 Federal Street; LOS ANGELES, 1240 S. Main Street. *Canadian Representatives:* Toronto Type Foundry Co., Ltd., TORONTO. *British Branch:* Intertype Limited, 15 Britannia Street, Kings Cross, LONDON, W. C. 1.

INTERTYPE

National Printer-Journalist

Copyright, 1924

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE *News Editor* GEO. A. JUST *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

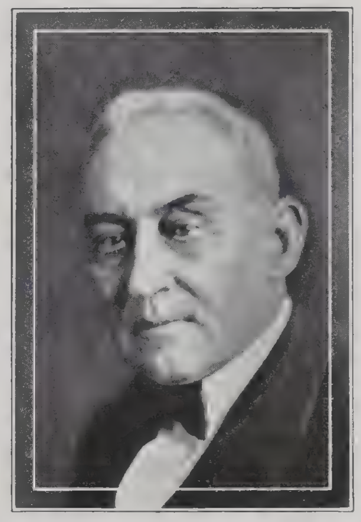
Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 406 McKerchy Bldg.
ST. LOUIS—M. M. Shurman, 713 Star Bldg.
LOS ANGELES—Coast Pub. Co. 756 South Broadway
SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg.
SEATTLE—C. M. Minier, 405 Walker Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 Milwaukee, Wis., June, 1924 No. 6

Edgar S. Bronson, President of the N. E. A.

America's Printer-Journalists Extend a Remarkable Tribute at the 1924 Annual in Oklahoma



Sincerely Yours

EDGAR S. BRONSON
Publisher, El Reno, (Okla.) American

EDGAR S. BRONSON, El Reno (Okla.) *American*, is the president of the National Editorial Association for 1924-5. His election at the thirty-ninth annual convention in Oklahoma City, May 24, signalizes what is undoubtedly the most unusual and loving tribute ever paid a printer-journalist.

Mr. Bronson, who brought the convention to Oklahoma for 1924 after several years of effort, and who has given unstintingly to the good works of printing-journalism in America, was too critically ill to attend the Oklahoma City convention. George W. Marble, Fort Scott (Kans.) *Tribune-Monitor*, by precedent and accomplishment in N. E. A. work, in line for the presidency this year, nominated Mr. Bronson. The act was a fine, magnificent occasion. The nature of this tribute to a fellow printer-journalist speaks for itself.

Mr. Marble was re-elected vice-president, and at once assumed the burdens of the administrative work which he will handle until Mr. Bronson is well able to take charge of the duties.

EVERY printer-journalist in America, and many in other countries, know the *Story of Bronson of Oklahoma*. But, it is well at this time to sum up a few of the *Things Which Bronson Has Done*.

His professional standards and business principles, in his own words:

> "THE chief essential in making a success out of a country newspaper, or any other newspaper for that matter, is to operate it along business principles. Although a newspaper is a public service, it is a business as much so as a bank, and is entitled to as honored a position in any community as any other firm.
>
> "TO be a business success, the paper must possess a personal appeal which will make it a desired commodity. It must cover the news field in a thorough, accurate and unbiased manner, which will make its circulation easy to maintain. Mechanically it must be neat and up-to-date.
>
> *"THE accomplishments of these qualifications depends upon three things: Proper Management, Personnel of the Force, and Quality of Mechanical Equipment. Get the best in all three departments. You will find it cheap to hire high-priced workers who will be loyal and use their heads. Keep a few apprentices coming on all the time to fill vacancies. Have labor-saving devices and up-to-date equipment."*

MR. BRONSON has been in active newspaper work for 50 years, and he started to follow the printer's trade while earning his way through Falmouth (Ky.) Academy, in the office of the Falmouth *Independent*. Later he gained editorial experience in the Cincinnati (O.) *Enquirer*, the Louisville (Ky.) *Courier-Journal* of Henry Watterson, the St. Louis (Mo.) *Globe-Democrat* and other large papers. His well-known success came as a country printer-journalist.

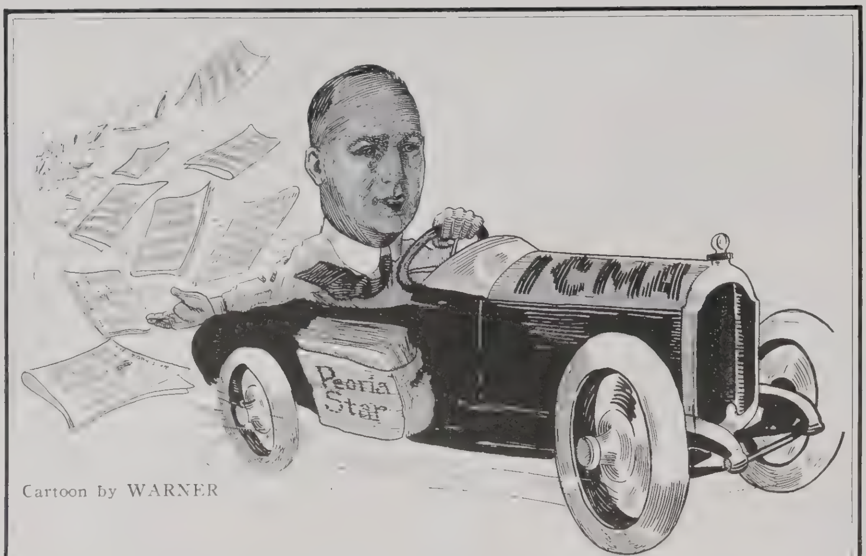
Mr. Bronson was the first staff man sent to Oklahoma City in 1900 by the Kansas City *Times*. Returning two years later with N. A. Nichols as a partner, he opened the Thomas *Daily Tribune* in a tent, while other members of a party from Trenton, Mo., who had come into the new country together, were building houses in the wheat field. Bronson and Nichols sold the paper in 1914, and bought the El Reno (Okla.) *American*, which they still own with another partner, H. M. Woods.

CURIOUS Indians gathered around the tent home of the Thomas *Daily Tribune* in 1902. They became friends of the editors, and many remarkable pieces of beadwork and other curios were purchased. These became the nucleus of the most valuable Indian collection in the southwest.

Two years ago, Mr. Bronson offered $10,000, and the value of this collection appraised at $50,000, to the state of Oklahoma, providing the legislature would appropriate $75,000 to erect a suitable building for the School of Journalism at the State University. The appropriation bill was vetoed.

A room has been fitted up to house the collection, equipped with comfort-

(TURN TO PAGE 14, COL. 3)



Mrs. Eyster Says He Has No Hobbies —Just Works and Drives a Car

Clarence Eyster, "P-J" I. C. M. A. Builder

Hall of Fame Adds Circulation Chief to Honorary Ranks

Clarence Eyster, circulation manager of the Peoria (Ill.) *Star*, was made secretary of the International Circulation Managers' Association at the Buffalo, N. Y., meeting in 1918, and he continues this work today. The association has enjoyed a remarkable growth in that period, and it has most efficiently increased its service to members, the newspapers of members, and the public with regard to the vital subject of circulation—the newspaper's contact with the reader. Mr. Eyster publishes the bi-monthly bulletin of the I. C. M. A.

For these primary, and many other lesser reasons, Mr. Eyster is entitled to membership in *"NPJ"* Hall of Fame, devoted to giving a modest but sincere recognition to newspaper men, one each month, who have done more than ordinary, constructive, progressive work "for the other fellow" in their circles.

Sometimes *"NPJ"* finds a little fun to print in "installing" the candidates which are selected for the Hall of Fame. It is well to have a little fun now and then. In the present instance, the installation article will be a plain, brief story of a notable career of work, work, work—and more work. Then, too, we couldn't dig up a single hobby or idiosyncrasy in and about Eyster. Even Mrs. Eyster failed us. She said he just works, and drives a car occasionally. All the usual methods of getting something on the candidate fell down. The following is from a fellow circulator:

But few of the men engaged in the newspaper profession today began their careers as early in life as Eyster. He was born at Peoria on Dec. 31, 1882, and at 9 years old was selling papers on the streets. At that time he was handling New York sport papers. His next occupation was carrying papers on a route for the Peoria *Journal*, from 1892 until 1898.

It was while carrying a city newspaper that Mr. Eyster learned the fundamental principles of circulation. From The Peoria *Journal* he went to the Peoria *Star*.

Mr. Eyster's first position on the *Star* was as carrier boy, then to the mail room, and from there he went to the office where he worked until 1901. From the *Star*, Mr. Eyster, who had made a big advance in his chosen profession, received a flattering offer from the Peoria *Journal*, and went back to the *Journal*, where he did road work until the spring of 1902.

In 1902, the *Star* wanted the young circulation man back, and offered him a position as road man. Eyster accepted and was road man until he was put in charge of the entire circulation in 1904, which position he has held with great credit to himself and paper ever since.

Under Mr. Eyster's careful management the circulation of his paper has greatly increased, in spite of the fact that the subscription rates have been raised twice during his administration. The Peoria *Star's* circulation manager has attended the annual convention of the I. C. M. A. regularly since becoming a member, and he is of the belief that the time is not far distant when every publisher in the country will insist that his circulation manager be a member of this organization.

—*W. P. L.*

◆

UNIQUE HONORS GIVEN NOTED PRINTER-JOURNALIST

(Continued From Page 13)

able chairs, desks, radio, etc. It is open to all. Citizens of El Reno and surrounding country hold committee meetings or club gatherings there.

Mr. Bronson has been secretary-treasurer of the Oklahoma State Press association for sixteen years. In 1915, he and his friend John M. Shepler of the Lawton *Constitution* raised the money for the building of an editor's clubhouse at Medicine Park, near Fort Sill, Okla.

N. E. A. Annual Convention

Sessions of the N. E. A. annual convention were in progress at Oklahoma City when this issue of *NPJ* was being put to press. Members then proceeded upon the annual trip, which this time took them into Old Mexico.

H. C. Hotaling

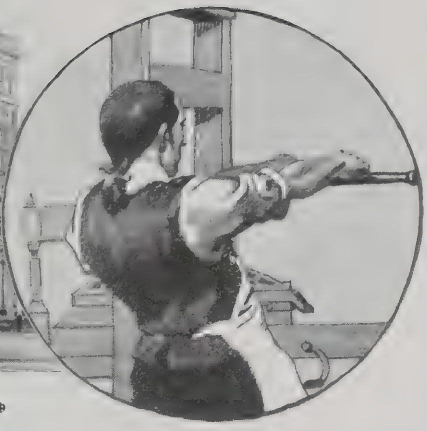
Retiring President Odell, and Executive Secretary Hotaling scored the U. S. Senator Owen (Okla.) bill designed to compel newspapers to publish retractions, with "standardized provisions" for doing so.

Mr. Hotaling warned of the consequences of some of the proposed postal measures, and Mr. Odell attacked hypocrisy now exercised in connection with the dry laws.

Frank E. Edgecombe, Geneva (Neb.) *Signal*, won the cup for the best editorial page. Edgar S. Bronson and N. A. Nichols, El Reno (Okla.) *American*, best front page, and Mrs. Charles H. Fogg, Houlton (Me.) *Times*, best community service.

New members of the executive committee: H. U. Bailey, Princeton, Ill.; Herman Roe, Northfield, Minn., and J. C. Lochner, Clermont, Fla.

The next convention city will be chosen by the executive committee.



Posting the Public Ledger

Simplicity Marks Methods of the Curtis Dailies in Quaker City

By Sydney P. Cook

In the Philadelphia (Pa.) *Public Ledger* and the *Evening Public Ledger,* where the bookkeeping for both papers is handled by the same force, the charge for any *advertising* originates in the advertising department. It sends a "charge slip" to the accounting department for each advertisement. This shows whether or not it is for display or classified, and gives name of advertiser, dates of insertion, number of lines of space and rate.

The charge slips go first to *checking clerks,* who compare slips with the advertisements appearing in the paper, check each advertisement for which a charge is being made, and write on the slip the amounts to be charged and the lineage. On the advertisement they write only the lineage. Checking the slips against the day's issue of the paper prevents failure to make a charge for space taken by an advertiser, and guards as well against charging an advertiser for space he did not use.

From the checking clerks the charge slips go to a *rate expert,* who checks notations already made. The rate expert makes a complete analysis of every charge under the proper rate (of which there are from 200 to 700) and sees that the final totals agree with the totals in the sales book. The rate expert thus acts as a check on the biller.

The billers then distribute the charge slips according to the class of the advertisement, and *each class is billed separately.* Here a "combination" operation takes place. By the use of carbon paper, each bill is reproduced on a sales book sheet, and a separate sheet is used for each class of advertisement. Each set of sheets has a separate set of folio numbers each month.

The *Public Ledger* has four billers and five bookkeepers in the advertising division of the accounting department, and each bookkeeper has charge of a separate classification of sales sheets. The 10,000 active advertising accounts receivable are kept posted on five Burroughs Automatic Bookkeeping Machines. Three thousand "accommodation" accounts—or in other words, the transient sort—are also kept posted by this force and equipment. And "kept posted" in this instance means that *every account is kept balanced up to date.* This, in turn, means that *a general balance sheet is available not only at the end of each month, but on any day of the month, or practically at any hour of the day.* The *Ledger's* management knows precisely where the two papers stand, financially, all the time.

◆ ◆ ◆

When the sheets have been totaled they are sent to the bookkeepers to be posted in detail. Two of the bookkeepers post the charges on the space sold by agents, and advertising of resorts, death notices and amusements. Among others is divided, alphabetically, the ledger of customers who buy space direct.

Card ledgers, having one customer's account to a page and corresponding in alphabetical order with the bills, carry the 10,000 *active* accounts The posting proceeds crosswise across each ledger sheet. As the machine carriage carries the sheet horizontally from column to column, the machine prints the debit in its proper place and automatically adds it to the "picked up" old balance, prints the credit—if credits are being posted—in its proper column and subtracts it, and automatically figures and prints the new balance. All computations are mechanical and, therefore, perfectly accurate. The machine-made figures are uniformly legible.

ARE YOU PUZZLED OVER "TRANSIENT" ACCOUNTS? THIS ARTICLE WILL BE HELPFUL

As each sheet is posted it is returned to the ledger tray in an offset position so they may be easily located in proving.

In this business there are about 3,000 *accommodation* or *transient* accounts. It is a waste of time to open up all of these accounts. So they hit upon this plan: When the charge slip reaches the biller they have a special form of card which is inserted with the bill. An account is made on this card corresponding exactly with the bill, containthe the name, address and all the items of the bill. The card is called the Accommodation Card. Instead of being posted to one of the regular ledger cards, this card is simply filed; and when the remittance comes in, they put the card in the machine and post it. The bookkeeper proves that she has all the cards by proving the card totals against the totals in the sales book. This is to keep the ledger from filling up with these transient accounts.

Credits come to the bookkeepers in the form of totaled lists from the cashier's department, and are posted in a separate run. On the same page with the list of credits are columns for dis-

(TURN THE PAGE)

Curtis Dailies Keep Easy Watch of 3,000 Transient Accounts

A View in the Bookkeeping Division of Philadelphia Public Ledgers, Showing Machine System in Use

(CONTINUED FROM PAGE 15)

tribution according to controlling accounts, and these are filled in by the bookkeepers as the items are posted. Then the lists go to an adding clerk who totals the distribution columns. The list total must agree with the combined totals of the columns.

To provide a check, each of the bookkeepers, when a "run" is completed, totals on the bookkeeping machine the postings on the offset ledger sheets and compares the total with the adding clerk's aggregate.

In the circulation department, the installation of three machines enabled these newspapers to cut their ledger force in half. About 3,500 accounts are kept with agents in the Agents' Sales Book every day. This work is summarized at the end of the month, and posted then on the machine.

To what extent error has been barred from the *Ledger's* accounting departments may be realized from the fact that since the installation of the mechanical bookkeeping equipment, the month-end trial balance has never given the slighest difficulty. With improved handling, the amount of labor is reduced 50 per cent.

The important saving of time is thus described by the manager of accounting: "Five years ago, before we installed these automatic bookkeeping machines in the advertising department we had four bookkeepers who gave all their time, and a fifth who gave half time, to posting ledgers. We now have five machines in this department posting three times the number of postings handled under the old system.

"In the circulation department six bookkeepers were required to keep the accounts previous to the installation of these machines in August, 1920. Since that time the volume of work has been increased twenty-five per cent, and it is handled by three regular operators."

The *Public Ledger* is a big enterprise. Under the ownership of Cyrus H. K. Curtis, head of the Curtis Publishing Company, who some years ago added the two *Ledgers*, and recently the Philadelphia *Evening Telegraph* and the Philadelphia *Press* to his immense publishing interests, this Philadelphia institution will continue to grow.

The *Public Ledger,* in keeping itself posted concerning its own business, in insuring itself against bookkeeping errors and in saving accounting labor, has overcome the same difficulties of management and operation that confront every newspaper, whatever its size.

◆

How Well Do You Really Know Your Town—Contest

A year's subscription was the award offered by the Waterloo (N. Y.) *Seneca County News* to the first person, not already a subscriber, sending in the first correct list of the names of local streets shown in a group cut of views of the town.

KANSAS DAILIES ADAPT IOWA ADVERTISING PLAN

Kansas daily publishers, meeting in Hutchinson, formed the Kansas Daily Newspaper Advertising Association recently, to conduct a co-operative advertising campaign in metropolitan papers in all sections of America, telling the facts about Kansas as a market. Thirty dailies are co-operating, along the lines of the Iowa campaign recently described in *"NPJ."*

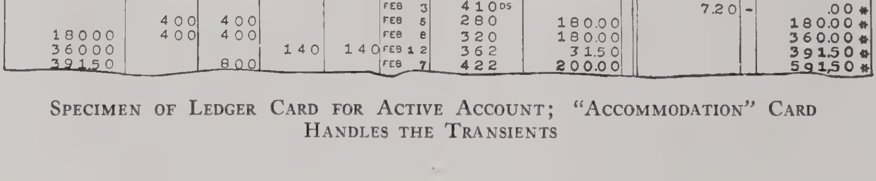
A Good Job: Cleaning Old Half-Tones

Three Methods That Do the Work; Wiping After Proofing

After relating how an unfriendly publisher of a trade paper was thwarted in trying to foist a poor ad half-tone of an advertiser on a competitor—for the latter had the plate repaired—the *Printers Album* of the Challenge Machinery Co., offers the following methods for cleaning old halftones of dried ink and dirt:

1. Pour on the face of a halftone a portion of benzine, gasoline or kerosene, then briskly rub the "high-light" sections of the halftone with an ordinary rubber eraser. Repeat this operation two or three times, and then wash out the detail of the plate with a soft brush and benzine.
2. The same method of cleaning can be done with peroxide, wood alcohol, vinegar or ammonia, using a rubber eraser, and then finishing the cleaning with pure water.
3. In the case of an old halftone which has been filled up with dried ink and dirt for a long time, first sprinkle common table salt over the surface of the plate, then apply a small quantity of acetic acid; rub the entire surface of the plate with a soft brush, and finally remove all traces of the salt and acetic acid with a brush and pure water.

When taking proofs of forms containing halftones, the forms should always be carefully cleaned with a soft brush and benzine. It is not sufficient to merely wipe the surface.

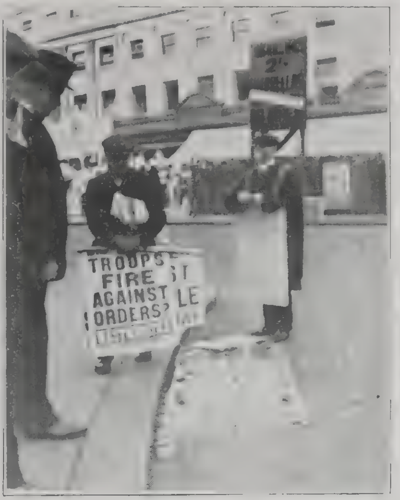


No. 696

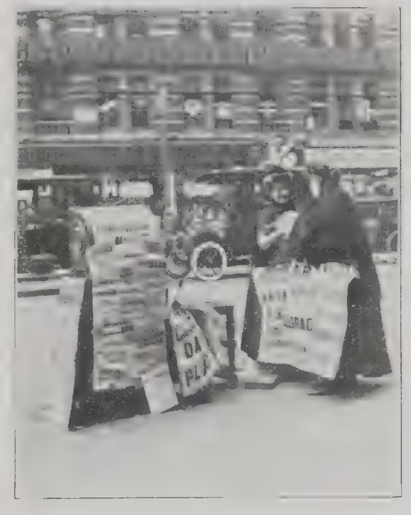
Address 1480 MARNE ST PHILA. PA
Name JOHN H. SPANGLER & CO
Contract—Amount $ 3500.00
Date JAN. 2, 1923
Lines 10,000
Rate .35
Terms
Statement Sent

PROOF	DISPLAY		CLASSIFIED		DATE	FOLIO	DR	√	CR	√	BALANCE
	PUBLIC LEDGER	EVE. LEDGER	PUBLIC LEDGER	EVE. LEDGER							
	200				1923 JAN 4	100	70.00				70.00 *
7000	200				JAN 8	120	70.00				140.00 *
14000	200	200			JAN 20	202	90.00				230.00 *
23000			45	45	JAN 22	210	10.12				240.12 *
24012					FEB 3	410 CS			232.92	-	
					FEB 3	410 DS			7.20	-	.00 *
	400	400			FEB 5	280	180.00				180.00 *
18000	400	400			FEB 8	320	180.00				360.00 *
36000			140	140	FEB 12	362	31.50				391.50 *
39150		800			FEB 7	422	200.00				591.50 *

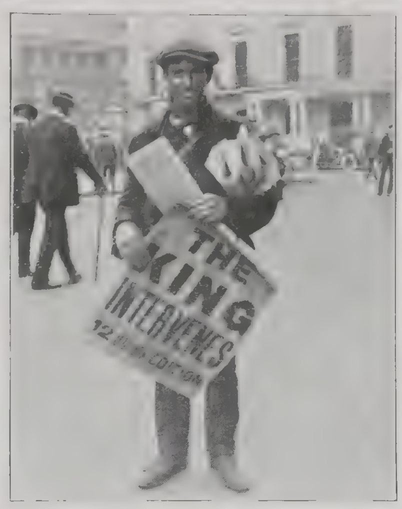
Specimen of Ledger Card for Active Account; "Accommodation" Card Handles the Transients


TROOPS FIRE AGAINST ORDERS?

Weighted Down With Stones, Posters Attract Attention on Pavement of Famous Oxford Circus



Even London Newswomen Find Posters Are a Convenient and Striking Way of Advertising Their Wares



Typical English Newsman Snapped on a Street in London, Showing How Newspaper Posters Are Used

English Newsmen and Newswomen Use Posters to Sell Modestly-Headlined Newspapers

Color and Scarehead Types on Pavement, Fences and Buildings Successfully Advertise Big Beats

By WILLARD GROSVENOR BLEYER

Professor of Journalism, University of Wisconsin

For over half a century at least, London newspapers have been using "contents bills," or posters, to advertise the biggest news that each edition contains. In the hands of newsboys, or rather "newsmen" as they are called in England, in front of shops where newspapers are sold, as well as before the newsstands on every railroad station platform, the posters of each London paper blazon the day's news, in five-inch type printed in green or purple, red, or black. *Nowhere else in the world have newspapers ever discovered a more effective method of attracting attention to their news.*

Originally these posters were "contents bills" in that they listed half a dozen or more of the most important pieces of news that the paper contained, a practice that still prevails in the contents bills of the smaller provincial daily papers. Gradually, however, only the one biggest news story of the day was featured in the posters; and, to do this most effectively larger and larger type was used. Instead of printing the announcements in black ink on white paper, colored inks and in a few cases colored paper has come to be employed as devices to differentiate the different papers and to make the posters more attractive.

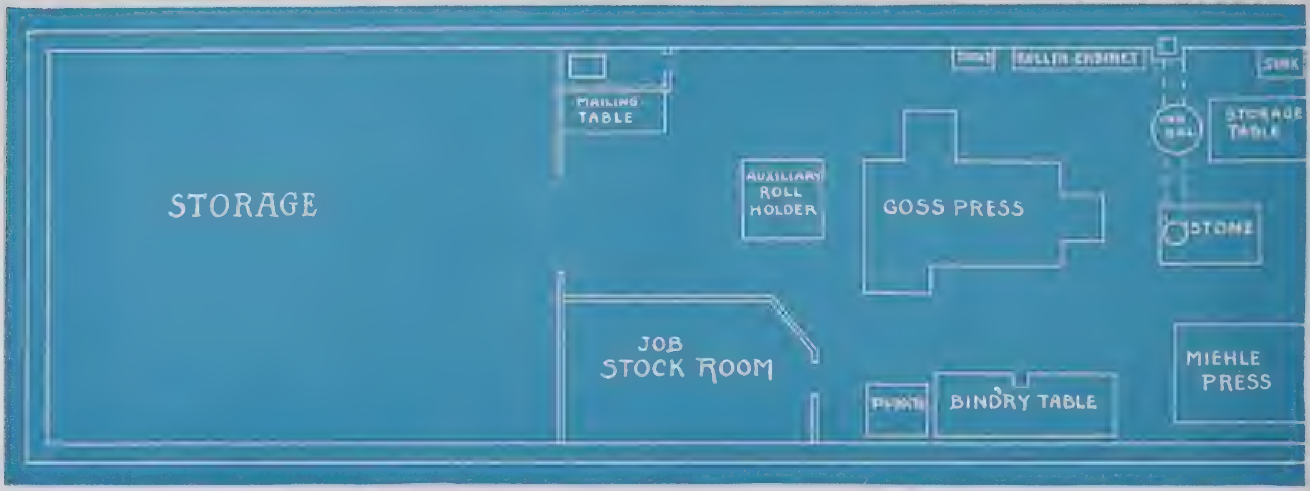
As a means of influencing public opinion these posters are even more telling than the American newspaper headlines, for everybody in England is constantly confronted by the posters of the various papers wherever he goes. Even if he reads only one or two papers daily, he cannot escape the ideas that the other papers force upon his attention. Thus when Lord Northcliffe was undertaking to bring about the fall of the Asquith ministry during the war, the posters of the Northcliffe papers by ringing the changes upon the words "Wabble" and "Muddle" in connection with the policy of the Asquith cabinet, were able to create a nation-wide impression of the alleged inefficiency of the government in the conduct of the war, and thus contributed in no slight degree to the fall of Asquith and to the elevation of Lloyd George.

Prof. Bleyer, one of the first university teachers of journalism, and a member of the widely-known Bleyer family of newspapermen, last year visited a number of foreign countries, gathering material for another book on Journalism. This story contains his observations of the unique method used in England to promote street sales of newspapers. To a considerable extent, it seems as if English newspapers put their scareheads on posters and not into the papers. It gives rise to questions: Is the English method superior to the American way of scare-heading the columns of the papers? Does the English system less lay open the newspapers to charges of sensationalism even though they are known to, in many cases, publish much more sensational stories than the so-called American "yellow" press?

These posters are such an effective means of advertising newspapers and thus of increasing sales that it is surprising that they have never been generally employed by the American press. They are said to have been used for a time in the '70s in this country by a few papers, and the Springfield (Mass.) *Republican* has in recent years printed contents bills similar to the English provincial ones, but beyond these examples there has been no attempt to imitate the English practice. Possibly this is due to the fact that American newspapers have placed their reliance on headlines to advertise their contents, whereas when the contents bills were first used in England, the Eng-

(CONCLUDED ON PAGE 20)

Follow the Job Orders and the Newspaper



New Plan Arranged in Odd-Sized Building, 25 x 138 Feet, Which was the Best Lot Available on Desirable Street

Of Course
Straight Line

By Henry W. Fowler

Associate Editor
Bend (Ore.) Bulletin

Straight Line Production in the printing plant pays. I am not saying this with the idea of sounding any new or original truth. I think that the majority of newspaper men and printers appreciate this fact as fully as we on *The Bend Bulletin* in Deschutes county, Oregon, have come to appreciate it in the year of operation of a plant laid out on lines leading to the greatest possible degree of efficiency. I hope, however, that those who have already put into practice plans based on the same general principle as ours may find a comparison with our plant of interest, and that those who have not may gain something of constructive benefit from our experience.

We knew that straight line production would pay. It couldn't be otherwise. We know it now, too, but our knowledge is no longer the knowledge of faith; it is a knowledge of realization.

> *In a building calling for a rental double that paid for the old structure which formerly housed our office and plant, with salary increases running slightly more than $1,000 for the year, and with heavy expense for new equipment, our unit charges for job work show no advance, and in one division of work show an actual decrease. We are handling more business, handling it more easily, and at a better profit. This, too, results in a feeling of greater security at any time that close figuring may be required in estimating for work on which bids are asked.*

Newspaper Figured as Job;
Big Saving Accomplished

Perhaps the best concrete example of savings effected can be seen on our biggest daily job, the publication of the daily *Bulletin*, for we figure the newspaper as a job, just as we do everything else put out in the shop. *We are now issuing a four page paper at 13 per cent less per column inch than formerly, and an eight page paper at 10 per cent less than in the old shop.* This is in spite of the fact that our new Goss press adds a $7,000 "overhead," replacing an old Babcock drum which virtually had to be junked. Stock is not taken into consideration in these percentages, nor is the fact that *our press run of 1995 is more than 50 per cent greater than just before we moved on January 1, 1923.*

Balanced against increased overhead for rental is the advantage of location on the best business street in the city, after years spent on a side street. *A newspaper and printing office needs a good location just as much as any other business. The added rent is by no means an extravagance.*

I am stressing this matter of location somewhat because it explains indirectly one or two inefficient points in our plant arrangement which I anticipate might call for criticism. These we have found no way of avoiding in a long narrow building—25 feet front by 138 feet deep—and these dimensions in turn were dictated by the size of the only desirable lot available on a well built up street.

Our building is divided into three sections; the front office, 20 feet deep; the main shop, 91 feet; and the storage room for fuel and news, 27 feet.

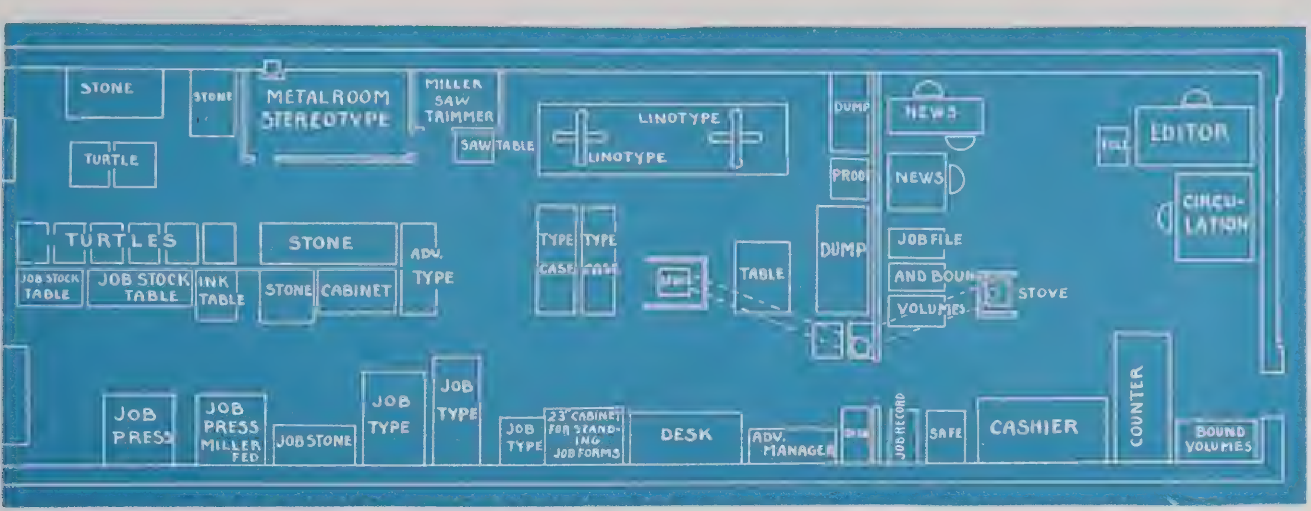
We believe in having all members of the staff at all times accessible to the public. We have no private offices, unless the advertising man's desk in the left front of the shop, so placed as to allow him to keep in close touch with the compositors, could be called private.

To avoid any possibility of confusion on the part of the reader of the following description, let me stipulate here that when "left" or "right" is used it means the left or right hand of a person progressing from the front office through to the rear.

Customers Have No Trouble
In Doing Business Here

A customer entering the front office is at once before the counter, so arranged that the bookkeeper can turn from her desk with a minimum of steps to attend to his wants. Directly to the rear of her desk is the safe and file of recent job tickets. In the center, front, is the circulation man's desk, and in the center, rear, is a file of earlier job tickets, surmounted by a file for bound volumes of the *Bulletin* for recent years. Earlier bound volumes, less frequently in use are in the left front corner. At the right, front, is the managing editor's desk, and at the right, rear, the desk of the news editor. This desk accommodates two men, one on either side, with a small desk to the left against the rear wall for news. A Western Union clock is on the center

Thro' This Plant in the Story and Blueprint



This Structure and Contents are Divided Into Three Sections: Office 20 ft. Deep, Main Shop 91 ft., and Storage 27 ft.

◆

Production Wins

Actual Demonstration in Printing and News Plant, Described Step by Step, Shows Almost Incredible Results

of the rear wall, backed against a similar timepiece on the front wall of the shop.

Newspaper Side in the Shop Co-Ordinated With Job Side

This arrangement was carefully thought out. Our experience has shown that in the majority of cases persons entering the office have business necessitating their dealing directly with the bookkeeper. Second in demand is the circulation man, and the managing editor comes next. Moreover, his desk is so situated that the entire office is directly under his observation. Most of the news gathering is done on the street or by telephone—there are relatively few worth while stories "fed" to us—so that the news staff can be relegated to the rear without any loss of efficiency. There is even a gain in this particular location of the news desk, for just at the right of the news editor the rear wall is pierced, and a small trap door can be raised to allow him to pass copy to the Linotypes situated in the right front of the shop, or to permit the operators to pass proofs in for reading. This little feature is one of our very best step savers.

In the shop itself, aside from the ad man's open office, there is a division into two general departments —the newspaper to the *right* and the job section to the *left*.

Starting just under the trap door which I have mentioned and ranging to the left are, dump, proofing press, and a second dump for holdover type for the weekly. These are backed against the partition wall. A table for corrected galleys is a step toward the rear from the second dump.

On the right wall again, progressing toward the rear, are two Linotypes, the number one, as the straight matter machine coming first, so as to be closest to the hole in the wall on the other side of which the news editor sits. The number fourteen used chiefly on ads, jobs, and heads, comes next. Then a glassed in Miller Saw Trimmer, with just outside a table for castings left to be trimmed, or for trimmed cuts waiting for the compositor to take them away. Then the metal room, with melting pot, molds, and casting box. Two large stones (and here is one of the very few departures from our division of newspaper and job departments) which are used for laying out big jobs, as well as for standing ads. Still holding to the right wall we have a sink, roller cabinet, cabinet for the tools for the Goss Comet press, and in the extreme rear a lavatory. Against the outside of the left wall of this room is the mailing table.

Still on the newspaper side, but starting in again near the front opposite the number fourteen Mergenthaler and the saw table, are two double type cabinets, backed. After an interval, another type cabinet, backed against the right hand row of job equipment and against the ad dump. Then a string of six turtles. Two more turtles, "at large," are between and to the rear of this string, and the second of the large stones which I mentioned in enumerating the equipment on the right wall.

Farther back is the Goss Comet press, with beds to the front, and rolls and auxiliary roll holder to the rear.

Job Department and Its Equipment Carefully Set.

Now as to the location of equipment on the job side. Immediately beyond the advertising manager's quarters is a cabinet for standing job forms. Then comes the foreman's desk, which is the flat top of a steel run job type cabinet. A double cabinet is placed at right angles to this, with an interval between, allowing use of both by one compositor, with a minimum of steps. Job dump and job stone come next, then two job presses, the second equipped with a Miller feeder. A Miehle press follows, and this arrangement, it will be readily noted, allows one man to operate the press for larger jobs, at the same time keeping an eye on the work of the Miller. Beyond the Miehle is bindery equipment, and last of all the stock room, which also contains the cutter.

A runway passes along the right side of all this lineup, and to the right of the runway just across from job dump, stone, and the two small presses, is ranged another cabinet, stone, ink table, and job stock table. Whether a pressman is at table or press, he is within arm's reach of the other.

Two stoves are in this room—one well toward the front, opposite the Linotypes, the other centered among the last of the turtles, the Goss and the Miehle. This arrangement keeps the

A Snapshot of The Bulletin's Layout From Back of Shop

ink fountains of the larger presses always warm and ready for instant use.

The shop is lighted by large skylights for general illumination, and drop bulbs for individual workmen.

Our job form cabinets and type cabinets, both steel run, are by the Hamilton Manufacturing Co. We use Rogers turtles, Goss and Miehle presses, Miller Saw Trimmer, Miller Automatic Feeder, Mergenthaler Linotypes, and U. S. Service Co. casting box.

In the storage room, fuel is kept at the right, and roll news at the left. A sliding door in the rear opens on the alley. Another sliding door communicates with the shop. An incline from the storage room aids in the movement of news stock which may be rolled down hill to the Goss.

Carriers stay in the storage room while waiting for their papers, which are passed out to them through a window. This avoids confusion in shop and office which the presence of a dozen or more energetic youngsters would necessarily cause.

Following a Job Through This Plant From Start to Finish

How all this works out can best be told by following the progress of a job, and of the newspaper, from start to finish.

First the job: Ticket and cost sheet are made out at the bookkeeper's desk either by the bookkeeper or the solicitor. Perhaps it is a phone or mail order asking for a certain form, "the same as last time." There is no copy sent. In that case the card index is consulted, the job number found, the old ticket taken from the file, and copy and specifications are at hand.

At any rate the ticket and cost sheet are made out, the cost sheet filed at the bookkeeper's desk, and the ticket placed in a box adjoining the foreman's desk. The foreman marks the copy, then gives ticket and copy to hand compositor or Linotyper, or to each in turn, if the job requires the work of both. You will note that the job type is immediately at hand; the number fourteen Linotype is only a few steps away. The job is assembled, a planer proof taken, and accompanies the ticket to the front office, where corrections if any are indicated. It is returned to the foreman, corrections are made, and the job is transferred from dump to job stone. Here it is next door to the small jobber, and only a few steps from Miller or Miehle. It goes on the press, a press revise is taken, submitted to the front office, approved, and actual printing starts. When the ticket is first brought into the shop it is inspected by the pressman who cuts his stock and piles it on the table behind the jobbers, ready for use. Printed and dried, the job goes to the next stop for interleaving, punching, stapling, or padding, in case any bindery operations are required. The bindery, you will recall, is just beyond the presses. Last, the job is wrapped and carried to the front office for delivery. Throughout it has moved in the shortest possible way from one step to another to completion.

* * *

Each workman, as the job passes through his hands, marks on his work sheet its number, and the amount of time spent on it. These figures are collected by the bookkeeper, entered on the cost sheet, and ticket and cost sheet submitted to the managing editor's desk for pricing. The price is entered both on cost sheet and ticket. The cost sheet is filed at the managing editor's desk; the ticket is retrieved by the bookkeeper for billing and filing. These ticket and cost sheet files, by the way, are among our most valuable records. They run back for a decade or more.

Daily Newspaper, From Editor To Carriers and Mail Room

Now for the newspaper. I have already described the start of news from the news editor's desk, through the Linotypes, and its correction, ready to be inserted in the forms. From the table in the front of the shop where we left it, the news type is carried back to the turtles, and turned over to the make-up man. The comparatively long walk from table to turtles is one phase of operation which has fallen short of absolute efficiency, but in a long narrow building such as ours we have found no way to overcome it.

Advertising copy, starting in the left front of the shop is spiked by the advertising man on a hook at the left end of the two type cabinets which I have mentioned as being backed together. Just to make this particular advertisement cover all display, we will suppose that it requires hand and machine composition, and a new cut.

The ad compositor marks the copy and turns it over to the operator on the number fourteen machine. He sends the mat to the casting room. Both are the shortest possible distance from him Linotype ad matter and copy is returned to the top of the cabinet adjoining the ad dump. The hand compositor takes the copy and sets his part. In the meantime the cast has been made and is placed on the saw table adjoining both casting room and saw enclosure. It is trimmed and replaced on the saw table, and from there to the cabinet where the Linotype operator left his slugs is but a single step. The ad is proofed, placed on the ad dump, and the proof spiked with the copy on a hook next to the live copy hook. The advertising man steps from his desk, takes the proof, reads, indicates corrections, if any, and returns.

Classified advertising, calling for only straight matter Linotype composition, is handled over the news desk after it has been taken by the bookkeeper.

Making Up the Paper at End of an Efficient Day

Now with ads and news set and corrected, we are ready for the make-up man. His advertisements are within reach; his news type must be carried. But from the turtles, once the forms are locked, there is a minimum of distance to the bed end of the Goss. The press makes side delivery to the right, the circulation man counts and passes the papers through the window to his sales boys and carriers, and as soon as they have been cared for, leaves more at the mailing table.

The day's biggest job is done, and it has been done in the easiest and most effective way that we have been able to devise.

NEWS POSTERS IN ENGLAND HELP THE STREET SALES

(Continued From Page 17)

lish newspapers generally covered their front pages with advertisements, as most of the English morning papers, like the *Times,* the *Morning Post,* the *Telegraph,* and the *Daily Mail* still do.

The methods of displaying posters on iron fence railings, on "dust-bins" (boxes for street sweepings), and on pavements, as well as in the hands of newspapermen and newswomen are illustrated in the accompanying photos.

Five Experience Guide Posts for Printer-Journalists

Inland Daily Press Members' Summary of Statistical Cost Reports; Last Six Months, '23

Fifty-Eight Dailies, Large and Small, Are Included in Digest Made Available to the Newspaper Fraternity by Courtesy of Inlanders Who Furnished and Compiled Unnumbered Details

CLASS A — 19 Reports — Circulation less than 5,000.

No.	*Revenues*			EDITORIAL			ADVERTISING				CIRCULATION			MECHANICAL				GEN'L ADM'TRAT'N			Adv. Cost Per Inch	Page Cost Comp.
	Advertising %	Circulation %	Miscellan'us %	Pay Roll %	Dept. Exp. %	TOTAL %	Pay Roll %	Spl. Rep. %	Dept. Exp. %	TOTAL %	Pay Roll %	Dept. Exp. %	TOTAL %	Pay Roll %	Dept. Exp. %	Paper & Ink %	TOTAL %	Pay Roll %	Dept. Exp. %	TOTAL %		
Av'ge	68.5	30.	1.5	9.9	5.6	15.5	4.7	1.	1.9	7.6	5.8	3.2	9.	21.1	5.2	10.4	36.7	9.4	10.7	20.1	22.2	4.81
CLASS B — 20 Reports — Circulations 5,000 to 10,000.																						
Av'ge	74.2	24.4	1.4	8.2	5.7	13.9	4.5	.8	2.5	7.8	5.7	3.6	9.3	19.3	3.8	13.9	37.	8.6	9.5	18.1	29.9	6.17
CLASS C — 19 Reports — Circulations over 10,000.																						
Av'ge	73.1	25.8	1.1	7.6	5.5	13.1	4.5	1.3	1.3	7.1	5.6	7.4	13.	16.9	3.4	18.4	38.7	7.5	9.2	16.7	40.6	7.13

◆

National Editorial Association Advertising Report

Presented at Annual Meeting in Oklahoma City, May 23, 1924; Herman Roe, Northfield (Minn.) News, Chairman; H. B. Potter, Marshall (Ill.) Herald, and T. H. Alvord, Livonia (N. Y) Gazette

IN PREPARING a report * * * your committee has had in mind chiefly the country weekly newspaper and its problems * * * the membership of the N. E. A. is made up largely of community newspapers * * * numerically the largest group * * *.

It was with considerable trepidation that the committee took up the preparation of the report in view of the very flattering reception accorded to the report last year, which the NATIONAL PRINTER-JOURNALIST described "as a most vital contribution to the practical research of printing-journalism as it contained momentous facts of interest to newspapers over the country * * *."

SUMMING up, the points that the Advertising Committee is anxious to bring to the earnest attention of the publishers of country weeklies are these:

Advertising produces about 80 per cent of the papers' revenue.

Subscription rates are constant, $2 per year being the accepted and prevailing rate.

To meet increased costs and to make money so that you can serve your community effectively you must look to your advertising revenue.

Adopt an advertising rate that will not only absorb a composition cost of 10c an inch but also the many other items of cost, editorial and mechanical, and in addition provide a profit for the publisher.

In the face of the incontrovertible fact that every element that enters into the making of a newspaper has followed a rising cost curve since 1914, and that no break in the advancing costs has been evident during the past year, your committee unhesitatingly asserts that *the country newspaper which has a lower advertising rate than the scale recommended by the N. E. A. committee in 1923 is not making money enough for its publisher to enable him to serve his community, his subscribers and his advertisers as efficiently and effectively as he should.*

The N. E. A. schedule of rates for country weeklies is:

For 500 or less circulation, 25c.
For 1000 or less circulation, 30c.
For 1500 or less circulation, 35c.
For 2000 or less circulation, 40c.
For 2500 or less circulation, 45c.
For 3000 or less circulation, 48c.
For 3500 or less circulation, 51c.

IN arriving at a profitable advertising rate there are two items which enter into the cost of producing an inch of advertising to which publishers of country newspapers have not given sufficient consideration. These are 1st, the *Cost of Composition,* and 2nd, the *Cost of Selling.* * * *

Evidence of how the cost of *setting* an inch of advertising in a country weekly shop has been climbing in recent years is presented in the following summary covering a ten-year period:

COMPOSITION COST

	Cost of Advertising Composition (Machine and Hand)	Number of Inches Local Display Advertising	Cost per Inch
1914	$1,162.80	18,164	6.4c
1915	1,386.25	19.584	7.0c
1916	1,395.65	21,127	6.6c
1917	1,537.05	21,555	7.1c
1918	1,409.50	15,870	8.9c
1919	1,742.15	22,243	8.0c
1920	2,817.96	30,067	9.4c
1921	2,306.70	22,562	10.2c
1922	2,576.95	23,045	11.2c
1923	3,395.00	28,786	11.8c

(Machine and hand composition were figured at $2.50 per hour in 1923 and a part of 1922; previous to that, lower hour charges were used.)

In the face of these figures publishers will recognize that there can be no margin of profit left in an advertising rate of 20 or 25 cents an inch, which is the prevailing rate in the large percentage of country weeklies. *Deduct 10 cents per inch—the average cost of composition—from your 20 or 25 cent rate, and how far will the remainder go toward covering the cost of writing news and editorials, editorial and advertising services, soliciting advertising, setting the news, make-up, presswork, newsprint, mailing, etc?*

Subscription revenue will absorb a portion of that expense, it is true, but only a small portion because the receipts from circulation will constitute only about 20 per cent of the average country weekly's income * * *.

COMPARISONS OF REVENUE

	Subscriptions.		**Advertising.**		**Total Receipts.**
1914	$2,010.58	(23%)	$ 6,966.67	(77%)	$ 8,977.25
1915	2,485.58	(26%)	7,230.05	(74%)	9,715.63
1916	2,490.40	(24%)	7,831.01	(76%)	10,321.41
1917	2,753.28	(30%)	6,670.37	(70%)	9,423.65
1918	2,726.35	(30%)	6,337.26	(70%)	9,063.61
1919	2,855.87	(14%)	8,888.16	(76%)	11,744.03
1920	2,633.20	(15%)	14,856.29	(85%)	17,489.49
1921	2,633.30	(21%)	10,230.05	(79%)	12,893.35
1922	3,000.18	(22%)	10,546.33	(78%)	13,546.51
1923	2,986.55	(18%)	13,684.09	(82%)	16,670.64
Average	$2,660.52	(22.3%)	$9,324.03	(77.7%)	$11,984.56

These figures are submitted by a paper with 1500 net paid circulation, running an average of 12 pages weekly.***

(CONTINUED ON PAGE 22)

Keys That Unlock Doors to Progress : : :

Continued From P. 21

COST OF SELLING ADVERTISING

To make advertising pay the advertiser is one of the real knotty problems confronting all publishers today. The demand is for results on the advertising investment. This is a field in which publishers of country weeklies are not giving the constructive service to their local advertisers which they should. * * *

In country towns large enough to warrant it, it means the salary of an advertising manager. It means subscribing for an illustrated advertising service, either with mats or plates, and installation of a casting box and saw-trimmer.

The publisher who is giving real, constructive advertising service, who studies his advertiser's problems and helps him prepare the kind of copy that sells goods, is entitled to a profitable rate and will experience no difficulty in getting it.

The price charged for advertising must cover the cost of selling it. This holds true both in the local and national field.

The reason there is so much criticism among publishers of country newspapers in regard to a charge of 30 per cent in handling advertising is due to these facts:

1st, as a class they have given no thought to the cost of selling advertising;

2nd, they do not have a clear and comprehensive knowledge of the functions of an advertising agency;

3rd, they do not distinguish between an advertising agency and a publisher's special representative.

NATIONAL ADVERTISING

Last year your Advertising Committee in its annual report called attention to the fact that *the receipts from national advertising constitute from 15 to 20 per cent of the total advertising revenue of the country weekly published in towns of over 1000 population.* Papers published in smaller towns usually carry four pages of ready print service in which advertising space is for sale—in fact about 40 per cent of the country weeklies in the United States, or about 4300, are in this group—and your committee has no actual figures as to the receipts from national advertising by this class of weekly. It is apparent that the average would be low, perhaps $200 a year.

Instead of giving thoughtful consideration to the question of whether country newspapers are getting the amount of national advertising they might reasonably expect, what obstacles and handicaps exist which tend to keep national advertisers from using country weeklies and how to remove them, publishers in this field have devoted more attention in recent months to expressing their resentment against special representatives, the 30 per cent commission and whether a special representative is entitled to a commission on business which the paper has been receiving thru the local dealer but which, under a new advertising policy, will come thru an agency. * * *

STEPS IN THE TAKING

The Committee notes with gratification the steps taken in different states to remove the handicaps which have made it hard for the advertising agency to use the country weekly. These include:

1. Impressing the publisher with the necessity of *issuing a rate card of standard form.*
2. *Standardizing rates,* using the N. E. A. Scale as a guide.
3. Getting publishers to equip their plants so that mats can be used. * * * The use of mats reduces the cost of advertising in country papers about 25 per cent. *Three state press associations have announced that arrangements have been perfected so that mats can be handled for every country weekly in the state if necessary. Other states must fall in line.* * * *
4. Compiling *state lists thru the office of a secretary or committee* and furnishing advertisers and agencies with rate books giving essential information regarding every paper whose publisher is progressive enough to supply it. Your Committee is of the opinion that the National Editorial Association could perform a real service to the country newspapers of the U. S., by encouraging and supporting this activity.

Stand Up for Your Business and Profession Now

Are YOU Posted—Are You Posting Your Staffs—to Meet Justly and Effectively the Cries of "Unclean" Directed at the Printer-Journalists of America?

Lee White, Detroit (Mich.) *News,* sent out an imperative call to America's printer-journalists at the May meeting of the Inland Daily in Chicago. Here are a few high spots from his address—a novelty in the meetings of an association devoted almost wholly to the so-called commercial side, as a general thing in the conventions and round tables:

Printer-journalists, large and small, are neglecting the greatest news-beat of the day.

The cry of "unclean" against the press—newspaper, periodical, book, commercial—is becoming louder and more snarling.

The Press, the world's greatest industry and opportunity, on the whole is doing nothing to meet this; indeed, it hardly is prepared to do so.

What percentage of news printed today is of crime or scandal? Are you, is the contemporary, am I, guilty? Ready to answer?

A checkup shows that **only 2 per cent of the news content of a representative group of newspapers involves crime and scandal.**

History taught to the young in the schools today contains inaccuracy after inaccuracy. Efforts to present history correctly have covered years and centuries. A newspaper is called on to digest and present the world's daily history in 7 or 8 hours.

The triumph of the press is not altogether in overcoming time and space. It is, and must increasingly, be in ACCURACY.

Accuracy is demanded everywhere. Then, it goes unnoticed! The press needs to engage interest in securing credit for the things it doesn't do. There are 400 chances for error in every inch of type matter.

This industry must succeed as a business or it cannot succeed as an art. Every participant in it must be acquainted with the truth about it, and be competent to tell it to the public.

The public sees and believes what it wants to see and believe. John Jones is still John Jones after he reads his paper, as much as before. John Jones is believing the press is foul, inaccurate, unreliable—he sees what is wrong, **doesn't notice what and how much is right in the press.**

No one competent to tell John Jones has been telling him the right side; of the unending battle for truth and accuracy in the press as a whole.

Some John Joneses wish they owned a paper. What for? To use as clubs on heads, and levers for ambitions?

The Press is neglecting its greatest news beat—its true, real story. It must see that it is recognized (while incessantly working to equal and exceed that which it wishes to be known as) as being at the top in the rankings of people, professions and business in morality and service.

Some facts from the latest, the 1919 U. S. Census reports:

1919 U. S. CENSUS	No. of Plants	Wage Earners	Capital Used	Products' Values
Printing, publishing, book, job	13,089	123,005	$ 435,554,984	$ 597,663,228
Printing, publishing newspapers	17,362	120,381	614,045,344	924,152,878
PAPER AND PRINTING				
All lines and kinds	—	509,875	2,423,400,111	3,012,583,990

(Wages paid, 1919............$564,509,917)

Mr. White pointed out that the paper and printing industry, including newspapers and periodicals ranks third from the top in the U. S. in number of establishments, seventh in wage earners employed, seventh in value of product and tenth in capital invested.

Printers and publishers doing over $5,000 business a year, he further cited, in the 1921 figures (*est.*) show 21,850 establishments, 268,081 wage earners, $647,296,144 cost of materials, and $1,999,914,802 value of products.

Likewise, for newspapers and periodicals over $5,000 only, of the above: 10,453 establishments, 107,534 wage earners, $371,124,293 cost of materials, and value of products $1,123,828; advertising revenue $676,986,710, and circulation $328,283,545.

Indeed, there *is* something to tell the public (*not to mention the printing and allied industries themselves!* What?) about the Printer-Journalists of America, to submerge the false and unfair voices that cry, and those that echo, the cries of "unclean!"

John Meyer

U. T. A. Production Bureau Figures on Newspaper Production

UNITED TYPOTHETAE BULLETIN (*May*)—QUESTION: *"We would like to have some information on newspaper rates prevalent in the country on an 8 page, 7 column paper, 13 pica columns, 3,000 to an issue. Please give me the average price per column inch, price for make up per inch or column and the selling price for advertisements per column inch. The paper was set in 6, 8 and 10 point. I would also like to have this on 20,000 and 25,000 issue, six changes to be made in the course of the run—that is, these papers are for various small towns and changes will be made in some of the advertisements and all of the local news."*

ANSWER: "The Production Bureau of course, can not make prices on jobs as the prices are dependent on the hour costs of the shop in question.

"We can only give a time layout which must subsequently be extended at the members' own hour cost.

"We have obtained the following information from a compilation of a fairly large number of records. In some cases these extend over a period of over six months. Consequently the information is fairly accurate. The information is as follows:

"COMPOSITION:

News—Mach. Average time per column inch....—.0453 hours
Ads—Hand Average time per column inch........—.0229 hours
—Mach. Average time per column inch....—.0229 hours
Makeup—Average time per column inch............—.0082 hours
Lockup—Average time per page inch ....—.1695 hours
Running—Average time per 1,000 copies........—.7196 hours"

◆

More News, More Copies, More Newsprint Used; Is Advertising Lineage Growing as Fast?

From an address by R. S. Kellogg, secretary of the News Print Service Bureau, 342 Madison Ave., New York City, at the May meeting of the Inland Daily Press Association.

WE HAVE gone into a *newspaper age* in the United States. Back in 1880, when we thought our newspapers really amounted to a good deal, our consumption of newsprint paper was 3 pounds per capita; 14 years later, in 1894, it was three times as much, or 9 pounds; 25 years later, it was 35 pounds, but—

AT THE PRESENT TIME OUR CONSUMPTION OF NEWSPRINT PAPER IS 50 *POUNDS PER CAPITA*

In actual tonnage the United States is using 30 per cent more news print paper than all the rest of the world.

(Mr. Kellogg here interpolated in his address the significant remark that April 1924 consumption of news print in the U. S. considerably exceeded that of a year ago, *with no material increase in advertising lineage—the increase being largely due to additional circulation and reading matter.*)

TODAY there are some 22,000 newspapers in North America, the leaders of which are 2,000 English language dailies in the U. S., with an average daily circulation of 31,000,000 copies, Sunday 21,000,000 copies; averaging 27 pages for daily and more than 100 for Sunday issues.

There is a copy of a daily newspaper published for every family in the U. S. and Canada.

The production of newsprint in the United States has grown from 569 tons in 1899 to 2,748,000 tons in 1923.

The production of newsprint paper in all of North America hung up a new record in 1923, the total for the U. S. and Canada surpassing by 218,000 tons, or nearly 9 per cent, the previous high mark of 2,530,000 in 1922.

Canada alone produced 1,263,000 tons last year, or 56 per cent more than in 1921. In addition, with 88 per cent of Canada's news print marketed in the U. S., some 200,000 tons of Scandinavian, German, and Finnish newsprint was sent to the publishers of Uncle Sam's domain in 1923, against 135,000 tons in 1921, and 133,000 in 1922.

PAPER manufacturing in North America is a Billion and a Half Dollar Industry, with newsprint making up a very respectable portion of the total.

"The Country Editor"

By JAMES GRAHAM
Beaver Crossing (Neb.) Times

WHILE others sing to beat the band
In praise of warriors bold,
I gently take my pen in hand
For men of different mold;
I sing of those hard working gents
Who labor night and day,
And all they've left is thirty cents
When creditors they pay.
I raise my lid to all the boys
Who run the country press,
I raise my voice and make a noise
With all my might and stress
In honor of the rural scribes
Who furnish us the news
Of all the factions, clans and tribes
With wide divergent views.
They hand bouquets of fragrance rich
To all the newlyweds,
Within the hall of fame, a niche
They give the thoroughbreds,
Unto the high school graduates
They give advice and praise,
And of the smiling candidates
They sing in roundelays.
And when there comes to anyone
The summons to cash in,
They tell of all the good he's done
And cover up the sin;
And of the erring one who fails
In life's exacting school
They show that criticism pales
Beside the golden rule.
The Patron Saint is good Saint Paul,
Their motto's from his pen,
As you will readily recall:
"Be all things to all men."
Their path is not strewn with roses
The world knows not their worth,
Amid the crowd they stand alone
As best upon the earth.

It surprises people to learn that of the total quantity of wood used for all purposes in the U. S., but 4 per cent is for pulpwood, but the pulpwood problem is becoming acute.

◆ ◆ ◆

Waste in Press Rooms, Mail Departments, Etc., "Averages 3½ to 4%"

WHILE Stanley Clague, executive director of the Audit Bureau of Circulation, was addressing the Inland meeting, and answering questions and proddings intended to clarify the status of the newspaper—the *smaller* newspaper—in the A. B. C., several members wanted to know what was "the average waste" in newspaper press rooms. The reply, qualified, was that waste ran "3½ to 15%;" *all* such records were checked up closely; the too large as well as the too small received special attention in audits. It was indicated that 3½ to 4 per cent would be "an average" figure to use when a basis for comparisons of experience is desired.

◆

Southern Association Rolls Up Both Sleeves for 1924

DROPPING most of the former means of advertising in the interests of the South as a market and the "buy-home-made-products" idea, the Southern Newspaper Publishers' Association directors have mapped out a novel inter-member campaign. Instead of only running advertising in publications going to advertising agencies and advertisers, the Southern has ready a series of 1,200 line ads, each covering a state, and furnishing a thirteen-week campaign. Newspapers will run these ads on off days, each paper covering all the states. Some copy will be used in New York and Chicago dailies, and *Printers' Ink* and a broadside will be sent to the agencies.

NATIONAL PRINTER-JOURNALIST recently called on readers in all parts of America, selected at random, for contributions from their experiences toward a symposium on summer and other newspaper circulation problems and solutions. An immensely valuable fund of constructive information is coming in. The following and other articles in this issue, begin the publication of the series, which will continue through several issues. Don't miss getting the big values in these articles. They contain practical experience that cannot be bought; they are the generous contributions of your fellow readers made in the interests of their fellow printer-journalists.

Summer Slump Not Invincible

Noted Publisher Sets Up Remedies for This and Other Problems in Newspaper Circulation

By G. LOGAN PAYNE

Publisher, Washington (D. C.) Times

* * *

G. LOGAN PAYNE

* * *

TO BUILD staple circulation in a constructive way, a publisher must keep in mind the fact that first it is necessary that his paper is *properly edited* to appeal to the people in his section, and then see to it that it is *properly marketed.*

Service is the outstanding factor in building circulation, and unless a paper has the proper kind of service, it cannot expect to grow, no matter how many features it may contain or how well its news columns are edited. After the circulation department is properly organized, there are many different ways of building circulation in an inexpensive and constructive way.

CIRCULATION decreases in the larger cities during the summer months, but plans should be made during the spring to offset a slump. Prizes can be given to carriers for new subscribers secured, and the carrier who holds his route up to a standard figure during the summer months can be offered a special inducement.

The carrier organization can be made a very profitable soliciting crew during the vacation days if given the proper inducements, but *the results obtained entirely depend upon the proper supervision of the boys.* Great care should be taken in selecting as supervisors, men who have had experience with boys and who know how to enthuse them in their work so as to have them energetic and loyal.

The carriers and branch managers should be instructed that whenever a subscriber leaves on a vacation trip, every effort should be made to secure the order for the paper to follow by mail. Commission can be offered on all mail subscriptions as a special inducement to the carrier.

Every nearby summer resort should be covered so that the paper is always available to the readers.

DURING the summer months, the editorial department should be alert to print news and features of seasonable interest to the readers. Resort and travel information, automobile routes and trips, excursion trips and hints for vacationers—news and features of this kind can always be tied up to advantage with the advertising department.

> *The fall and spring months are the best for the building of circulation, but the circulation department should not let up at any time. There is only one way to build, and that is to keep everlastingly at it with no let-up.*

THERE is a distinct difference in the handling of city and country circulation. In handling city circulation, you have the advantage of being at all times in close touch with the carriers, newsdealers and street sale boys, whereas, to a large extent, the country dealers are only reached through correspondence and a few calls each year by the road man.

In the city, it is possible to keep in daily touch with the carriers so that prizes are only awarded to those who actually secure new subscribers verified by the branch manager, but in the country districts, the awarding of prizes to carriers necessarily has to be left to the agent.

One way to check up on this in the country is to only award the prizes as increases in the orders are made.

THE Washington *Times* and the Washington *Herald* city circulation is always kept 100% paid through the following system:—

Carrier papers are billed to the branch managers in bulk, they being responsible for the collections from the carrier boys.

Branch managers work on a salary and commission basis and are naturally interested in building up the home delivery in their sections.

Both branch managers and carrier boys are bonded.

Route agents are employed on a salary and commission basis and are charged in bulk for all papers drawn by the newsdealers and street sale boys in their stipulated areas.

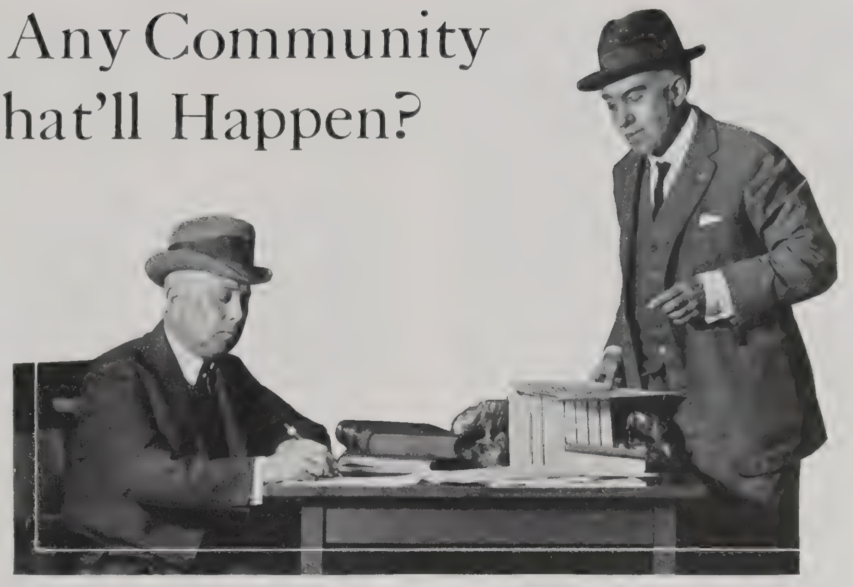
Branch managers keep card records of the names and addresses of each of the subscribers in their sections, showing the editions delivered to each reader.

Detailed reports are turned in each week so that the office is kept informed of the daily draw made by each carrier, and can tell at a glance how each route is progressing.

Route agents turn in weekly reports, showing the name and address of each dealer, the number of copies drawn on each edition and the total number sold for the week. This enables the office to keep directly in touch with the sale of papers in each section. Comparative statements are made, showing the number sold each week of each month.

In the country districts, all of the large dealers and carriers put up bonds endorsed by their parents or reliable business men in their towns. Under these conditions, the loss in the country is comparatively very small.

Stop the Paper in Any Community For a Week—What'll Happen?



Left: Charles A. Wardell, President of the Rubey Trust Co., Macon, Mo., Being "Sold" by Mr. White, Chronicle-Herald's Ad Man (*Right*)

• • • • • • •

A Few Tabloid Experience Stories in Small-City Daily Field About Selling Ad-Space, by a Nationally-Known Printer-Journalist

By Edgar White

Macon (Mo.) Chronicle-Herald

◆ ◆ ◆

"Let me write the ads and I don't care two paper marks who writes the lyrics." —Guttenberg.

* * *

THE other day I stepped into a store and showed a merchant some engravings designed to interest him in an advertisement for our paper, the Macon (Mo.) Daily *Chronicle-Herald*.

"Don't interest me," returned the merchant curtly.

"Ha! ha!" laughed a man standing near; "he shot it into you that time."

The man with the horse-laugh knew nothing of the game. When he left, the merchant who said he wasn't interested, put on his glasses and gave the lay-out a cursory glance. Then he looked closer.

"Have you got these cuts?" he asked.

"We have the mats."

"What will an ad with that one cost?"

The price was given. While he was doing the questioning and revolving the matter in his mind, the solicitor offered no argument. He knew *the customer was the sort who preferred to do the dealing himself*. In the end he selected four engravings and arranged for a schedule of advertising to run a week. *Too much talk frequently spoils a deal.*

THE day this sketch was written I had visited a man in another town who had asked for specimen copies of the paper, circulation in his territory, engravings and blanks for yearly contracts. He had talked of frequent half-page ads. I took him all the "evidence" he had called for, and laid it on the table before him. He went through it carefully, asking a question now and then, and finally leaned back in his chair with this amazing observation:

"I don't believe in newspaper advertising—do you? Can you show me?"

Of course I laughed. It was an odd remark coming from a man who had asked for such detailed information, and obtained it. I saw there was no deal to be closed with him *that* day, but I took the trouble to answer with an incident.

"I can cite you to one case," I said. "Two men came to our town and started a store for the sale of a manufactured article of high merit—something needed and bought for every home. Their store and windows were works of art—simply beautiful in tasteful display. Their prices were very reasonable. But practically nobody knew they were in town. Newspaper men repeatedly visited them with advertising propositions, but they said they did not believe in advertising. They shut up shop in two months because they had no customers. And they were on one of the best streets in town."

The customer grinned.

"Leave this stuff here," he said, "and I may sign up. One thing sure—if I go broke it won't be because people don't know I'm in business."

OUR banks had been advertising at intervals, running a quarter-page or a half-page on special occasions, but had no settled system until a little over a year ago one of the concerns established a savings department specially designed for depositors of small means. This service was steadily advertised on a regular contract until the deposits in the savings branch had been built up several hundred thousand dollars, and the amount was published.

This woke up the other banks, and they also joined the ranks of regular advertisers.

"I WOULD advertise more," the owner of a fairly large establishment told me, "but it takes so much time to think up what I want to say to make the ad effective. Words without meaning is throwing money away."

That was entirely true. I met the objection with this suggestion:

"Suppose a customer of discernment comes in and asks a few questions about your goods. What questions would he likely ask and how would you answer them? Take that stove, for instance."

The merchant looked at the article a moment and replied:

"He'd ask the make, the amount of oil it would use, whether we kept new wicks of that sort in stock all the time, as to whether it smoked, and the price."

"Well," I said, "when you advertise that burner just put in that information and an engraving of the stove. No man could get up a better ad than that."

A LARGE concern took a double page ad to advertise a great number of articles to be sold at a special price. This price was so low it didn't allow much room for profit. The idea was that those calling to buy the advertised articles would also purchase other goods, on which a fair profit could be made. The manager said the sale was disappointing—that there were customers aplenty for the advertised goods, but that the trade in other articles that day didn't pay the cost of the ad.

The growth of a town depends upon the stability of its business concerns, and it is good policy for the advertising department to advise against "below cost sales" and other ventures that might lead a merchant to risk his standing in a desperate ambition to "stir up business."

Better to show that by persistent, legitimate advertising methods a more permanent business can be built up than by yielding to the temptation of "cutting the bone out" so as to flood the store with customers.

I've never yet seen a merchant look happy after one of these "below the bottom sales," no matter how great the rush of customers.

IT is pretty generally agreed in most progressive communities that town building is better than store building; that in the long run teamwork by the

(TURN TO PAGE 26, COL. 3)

Cut Service and Equipment Pays for Itself in 9 Months

Advertising Mats and Casting Box Found Valuable in Smaller Plant to Solve Problem, "How to Increase Local Advertising" and How to Go After It

By Rilie R. Morgan
Proprietor, Grafton (No. Dak.) Walsh County Record

Rilie R. Morgan

◆ ◆ ◆

A newspaper that your subscribers are willing to pay money for, is the first essential in answering the question, "Local Advertising, How to Get It?" *The other essential is to go after it*—the advertising!

Too many of us spend too much time sweeping out the office or setting an ad or a job that a $6 a week boy or a $30 a week printer can do as well as you or I. The boss' place is out on the streets or in the offices of his customers.

The back office has a peculiar fascination for most of us. That's where we started and the urge is ever upon us to go back there and dig in. I know that we lose money almost every hour that we spend in the mechanical department.

How are we to get after advertising? My first suggestion is that you get a cut service, if you do not already have one.

I installed a casting box and a cut service in April, 1923. From April 1 to Dec. 31, 1922, the largest advertiser in our town used 1,604 inches of space in our paper. From April 1 to Dec. 31, 1923, this advertiser used 2,006 inches of space, a net gain of 402 inches in nine months. On a contract rate of 25c an inch, the extra space used by this one advertiser alone more than paid for our cut service, and three months yet to go.

These cut services are generally new to country newspapers. Five years ago they were uncommon.

This firm in our city which has paid for our service in nine months through its increased space did not come around asking for the opportunity to spend more money with us. On the contrary, it took considerable effort to get their advertising manager started.

At first we selected illustrations which we deemed appropriate for his copy and asked him if we might use them. We did this cautiously until he realized the added attractiveness which they gave his advertising. Now we submit him proof sheets each month of the cuts designed for his business and he seldom runs an ad without one of our cuts.

The greatest value of this service to us comes through the advertising which is prepared in our office for the heretofore occasional advertiser or the "non."

It has been my observation in almost ten years of dealing with business men in small towns that most of them realize that they should advertise but they have only a remote idea of how it should be done. If I walk down the streets of our town and see an interesting window display, I go back to the office hunt up an illustration and write an ad.

Most newspaper offices have or should have a system of records for their advertising. In our office after each paper is printed, our bookkeeper lists each advertiser, the amount of space or number of lines and the charges for the same. There is a separate form for display, legal and local. The total inches or lines and the revenue for the same are then transferred to a sheet where they may be easily compared with the same week of previous years. Before this list of advertisers is filed away it is transferred to the ledger.

A Few Live Tips on "Dead" Stuff

Free Publicity, *the Monster Isn't Dead*—Says Wil V. Tufford, secretary of the Inland Daily, and comments on a plan of Director Palmer of the A. N. P. A., that in each office one person be made completely responsible for handling all free publicity matter, nothing of the kind to be run without that one's O. K. Mr. Tufford adds: "Tell him to fire it back with the Inland rubber stamp. Then let the manager ask for a written report why any free publicity was permitted by such employe."

"Trade Mark" Not Safety Sign

California Graphic Arts Association Runs Down Facts With Regard to U. S. Protective Registry

Concluding an enterprise for which many printers and publishers will be grateful, the California Graphic Arts Association which instituted an investigation of the uses of "trade mark", "patented", etc., in connection with printing house products, reports that ordinary ruled forms can not be patented and also that the wording on the forms "Registered U. S. Patent Office" do not imply that such forms have been patented, but are synonymous with "trade mark" and nothing more.

The wording cannot be made to apply to the forms, but only to the name or some part of the name. Any printer, it was stated in the report, might duplicate the forms if he omitted any reference to the name of the makers or to the words or other special designation used by that maker.

It was elicited that wording at the head of columns and similar data printed in the forms, including the ruling, was not protected by the patent or the trade mark. A printed form might be patentable if something had been done in the way of punching, folding, or perforating, that had not been done before, which made it more suitable to the work for which it was intended. No device which has been in common use for over two years may be patented.

There is a specific penalty for the unauthorized use of the word "patented," "trade mark registered," or "copyright," says the report.

The full, official phrase to use is, "Trade Mark Registered in the U. S. Patent Office."

STOP LOCAL NEWSPAPER; SEE WHAT WOULD HAPPEN

(CONTINUED FROM PAGE 25)

merchants produces more permanent and greater results than individual effort.

The idea is not at all new. It has been tried and demonstrated its success. One of the big factors in helping the business interests to reach this situation is the distribution of newspapers throughout the country as soon as possible after they come off the press. *Early delivery is a large element in increasing circulation,* an element that is becoming more important all the time because of better road and transportation facilities.

"The newspaper at every farm home on the day of publication" will be a slogan of the future, and when it becomes an actual fact, the communities so served will take on new life and become a vigorous force in the upbuilding of town and country.

Too optimistic? Well, stop the paper in any community for a week and see what will happen *We've tried it!*

Bullets and a Rifle, Not *Bird Shot*

Ohio Daily and Weekly Tells How It Actually COVERS Its Territory

By ALFRED HASWELL

Secretary and Treasurer,
Bowling Greene (*O.*) *Sentinel-Tribune*

Address delivered at the May meeting of the Inland Daily Press Association, Chicago.

As competition increases and the need for more intensive covering of our legitimate territory becomes more apparent, we newspaper publishers look around for those helps which will enable us to put across better plans, and which have proven successful in other lines of business, as well as those of fellow publishers.

The first need of a newspaper is circulation. After we get circulation the great need is for more circulation. We usually think that our paper thoroughly covers the county, but *does it?*

An addressing system and device in the office, containing the names of every householder, who receives mail in each postoffice and rural route in the county, will be found a great aid in finding out the circulation which you should have but for some reason have failed to get.

After you have a very complete list of the names of every family in your county you will then be in shape for beginning a very intensive circulation campaign.

Ten selectors are applicable to each address plate containing name and address, as used in our business. We first have the plates containing the names of our subscribers. We use the Addressograph.

SHOULD we wish to send out a broadside to those names not regular subscribers, the addressing machine is so adjusted in the use of the selected tabs as to miss the names who already subscribe. By keeping the list up to date, a newspaper can tell at any minute the number of people who are not subscribers, their names, and addresses. When it is known who these people are, one can intelligently go after business in a variety of ways, and it is up to the circulation manager to think out and devise various plans. He does not have to shoot in the dark. He knows where he wants his shot to find a resting place, and *he can keep on firing until he hits the mark.*

9-Column Presses: Detroit News

LEE WHITE, Detroit (Mich.) *News,* circulation above 300,000 daily, stated during an address at the Inland Daily Press Association's May meeting, Chicago, that the paper is having presses rebuilt to take 9-column pages, to be ready by Jan. 1, 1925. But, whether or not the paper is now even considering going to such a size—it would be ready to do so Jan. 1, if deemed advisable.

The addressing of letters to prospective subscribers usually is a long, tedious job, but with our equipment, it can easily be accomplished in a very short period, even by inexperienced help.

Each rural route is kept in a separate drawer—easy to handle—and *the whole list, when arranged alphabetically, is of much use in almost each department of the office.*

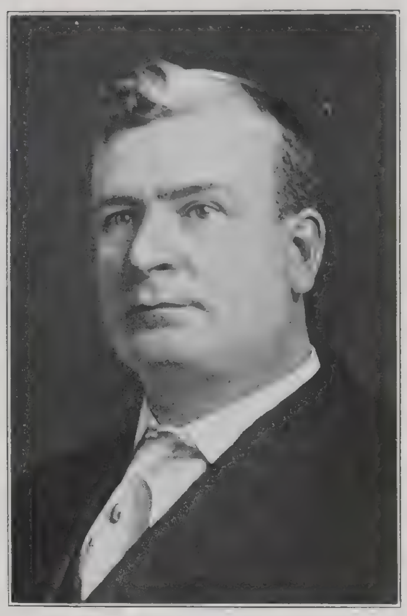
The *news* department frequently desires to know the names of the residents on a certain rural route, or possibly the way a certain individual spells his name.

The *classified advertising* department will be a steady user when it once realizes the wonderful results that can be obtained from a personal appeal by letter or circular.

As to a *job printing* department, the address plates can at least be used with financial profit in connection with advertising campaigns in a newspaper. The job department receives the profit from the job work. The *addressing* department makes a charge of $4 per thousand for addressing the envelopes. Twenty thousand envelopes can be addressed easily in a day. This revenue helps to pay the expenses.

The advertising solicitor in calling on the merchants, frequently finds that a store-keeper has received a few thousand circulars regarding some particular line of goods. These circulars are usually left around the stores. If the merchant knew that he could have these addressed at the rate of $4 per thousand, quite often he would be glad to avail himself of the opportunity. This brings in more revenue.

POLITICAL candidates use space in newspapers for carrying their message to the voters, and we have found that they delight to supplement this advertising by patronizing the job and the addressing department, using the lists to cover the county intensively.



ALFRED HASWELL

◆ ◆ ◆

When the opposing newspaper gives notice that it is going to start the biggest newspaper contest that was ever staged in your county, within two days you have its contest "on the blink"—thanks to the Addressograph—for it covers the county much more intensively than the opposing newspaper.

Very often a newspaper manager or editor desires to send a special communication to a selected list of names; for instance, the corps of country correspondents. There is no better way of keeping in close touch with them than by having their names in an addressing system. Then it is a matter of only a few minutes addressing the envelopes and mailing the encouraging letter.

We are particularly pleased when lawyers in distant towns and cities send legal notices for publication in our paper. It is not a very strenuous undertaking to get a list of names of all the attorneys who would be likely to have business in the local court house. Put these names into the addressing system and two or three times a year send them a letter thanking them for the legal notices that they have sent and telling them of your desire to give further service. The reaction is wonderfully remunerative.

IN originally making up the list of names, the political poll books of the county are very useful; then, the list of owners of automobiles, which can be obtained from the secretary of the automobile club; telephone directories, new rosters of lodges, etc. All such lists help to make a system which will eventually bring in big business when properly used.

Craftsmen's Clubs Completing Live Plans for August Pilgrimage to Milwaukee

Cables From Foreign Countries, Wires From Exhibitors, Letters and Other Evidences of International Activity Pour In

WHILE arrangements for the Milwaukee Graphic Arts Exposition, August 18-23, rapidly near completion, and thousands of convention and exposition features are being worked out with amazing facility, local clubs of the International Association of Printing House Craftsmen in all parts of America and representatives of foreign organizations are deep in the tasks of arranging for the delegations which will attend the big event.

Letters from club officials, wires from manufacturers and service houses who will exhibit, and even cables from abroad, all tell enthusiastically of a vast amount and variety of interest and activity.

R. E. CLEMENT, secretary of the Omaha Club of Printing House Craftsmen, writes to Exposition headquarters at the Pfister hotel in Milwaukee, as follows:

"At a Board of Governor's meeting a committee called *The Milwaukee Booster Committee* was appointed. Mr. J. B. Conners, Eggerss-O'Flyng Co., 15th and Leavenworth streets, was appointed chairman. His four assistants are Fred Winslow, William Bredin, W. A. Ennis, and A. M. Newell. The purpose of this committee is to instill interest in the Graphic Arts Exposition, and to encourage some members who cannot get off work for more than their usual summer vacation time, to spend their vacation at Milwaukee. Several members will drive to Milwaukee and take other members with them.

"In each issue of our *Bulletin*, we publish the names of the members who have expressed their intention of attending the exposition. Articles in our *Bulletin* are continually reminding the members of the Exposition.

"It was the Omaha Club that originated the idea of setting the line *Everybody to Milwaukee—August* 18, between each article in the *Bulletin*. The idea was highly commended and praised in one of the recent issues of the *International Monthly Bulletins*.

"The Booster Committee is also busy selling space for exhibition purposes.

"The Omaha Club has plenty of enthusiasm and all signs indicate a large pilgrimage from Omaha."

OUR organization makes a strong appeal to men big enough to know that a clear recognition of duties is more important than blind striving for rights, and that to function efficiently they must co-operate with their fellows; that they must contribute to the extent of their ability in thought, word and deed; that every man should dignify and be dignified by his work.

HARVEY H. WEBER,
International President

The Buffalo, N. Y., Club's *Milwaukee Booster Committee* is issuing circulars and letters to members, and indications of members' wishes for the trip include a special car. The committee consists of Julius A. Nickel, Harry Russell, Edward T. Welsh, George Charnock, R. S. Inman and Harvey Weber, president of the International. "And incidentally—which pray excuse—we whisper in your ear, 'Why the L don't you Go?' " is a line in one of the recent bulletins.

GEORGE H. GLAESER, secretary of the Detroit Club of Printing House Craftsmen, writes that there is great interest in the Exposition and convention and that a representative delegation will attend. A large advertisement in the *Craftsmen's Bulletin* is one of the ways in which Detroit is calling attention to the Milwaukee event.

The Dayton (O.) Club has appointed W. F. Langefeld, G. E. Fitzpatrick, R. H. Wetherbee, Henry Langefeld, and O. G. Fricke, Secretary of the Club, as a committee to take charge of the arrangements for a delegation for Milwaukee. "I am confident that the Graphic Arts show in Milwaukee will be the best yet," says the letter from Mr. Fricke.

THE New York Club has appointed A. E. Giegengack, vice-president, to take charge of arrangements for sending a delegation to Milwaukee, and active preparations are well under way.

The Grand Rapids (Mich.) Club have gotten out a special announcement to members, telling of the plans for the Milwaukee Exposition and convention. The announcement is as follows.

"STOP DREAMING about the Milwaukee Convention! At the May meeting of the Grand Rapids Club of Printing House Craftsmen, which is being arranged by BILL (Sydloske) and PHIL (Chapel) we will elect the delegates and also make arrangements for the party of Craftsmen and their wives and friends that are going to make the trip."

The Committee which has charge of sending the delegation from Baltimore consists of Frank B. Gildea, Chairman; G. Fred Siebert, of the Day Printing Co. and Alfred Breitengross.

ASSURANCE that an unusually large delegation will be present from Chicago, was received on the occasion of Milwaukee Exposition Booster Night, special event put on by the Chicago Club. The Milwaukee Club attended this meeting in a body, and enthusiastic plans were made. The entire program was turned over to the Milwaukee Club, members of which told of the Exposition plans.

Chicago has appointed a special committee and established headquarters where reservations are being made for those who want to attend the big event in Milwaukee.

CHARLES FRANCIS of the Charles Francis Press, New York City, is one of the enthusiastic backers of the exposition. He heads his statement "Taking Your Own Medicine" and brings out the point that while advertising in this country is absolutely dependent on the printing, lithographing and allied industries still these great industries have themselves failed thus far to use fully the great value of "their own medicine."

MILWAUKEE GRAPHIC ARTS EXPOSITION "BATTERY"

EXECUTIVE Committeemen and Directors who are Completing the Tasks of Planning and Realizing the Greatest Craftsman Enterprise in the History of Printing. *Left to Right*: GEORGE A. JUST, *President and Chairman Executive Committee;* GEORGE A. FABER, *Second Vice-President International Association of Printing House Craftsmen, Member Executive Committee;* JACOB G. RUESCH, *Chairman Finance Committee;* A. V. FITZGERALD, *Chairman Publicity Committee;* ANDREW F. WERNER, *director;* V. J. SCHOENECKER, *Director representing Milwaukee Association of Commerce;* ARTHUR RADKE, *Chairman Convention Committee;* EDWARD HEIMAKER, *Treasurer Exposition and Milwaukee Club;* PAUL H. LAABS, *Member Executive Committee;* STUART AUER, *Director (Association of Commerce);* L. H. HINKAMP, *Director, and Secretary Milwaukee Club;* HENRY PETRAN, *Director (Association of Commerce);* WILLIAM H. BADKE, *Chairman Reception Committee, President Milwaukee Club;* JOHN LANDGRAF, *Chairman Entertainment Committee.*

◆

Graphic Arts Exhibitors to Display Many Standard and New Features at Milwaukee

Some of the Plans Now Under Way in Leading Printing Equipment, Service and Machinery Centers for the August 18-23 Event

> *THE Milwaukee Convention and Exposition will be the most important ever held by the International Association.*
>
> *To make it a real success every Club should send its full quota of delegates and urge as many of its members to attend as possible.*—MONTHLY BULLETIN OF THE INTERNATIONAL.

EXHIBITS for the Milwaukee Graphic Arts Exposition, in connection with this year's convention of the International Association of Printing House Craftsmen, are now being planned and worked out in all parts of America and in several typographical centers in other countries, to be shipped in due time to Milwaukee for the big event which opens August 18. Exposition headquarters at the Pfister hotel have already received some information as to many important and complete details of leading showings.

THE exhibit of H. B. ROOSEN COMPANY, New York City, printing inks, is to show at close range specimens of high grade printing of every description executed with high grade inks.

The LEWIS-SHEPARD COMPANY, Boston, will exhibit labor saving equipment, including the Lewis-Shepard Jacklift and the Single-Lift hand elevating trucks, together with the latest type of steel-leg platform and master stacker.

From the JOSEPH E. SMYTH COMPANY, Chicago, will come the National Book Sewing Machine, said to be the only straight-needle book sewing machine on the market. It will handle diary work, catalogues, school annuals, and light blank book work. The exhibit will include the Kugler calendar looping machine.

A complete line of hand, foot, or power combination presses ranging in chase measure from 3x5 to 6x9 will form the exhibit of the GLOBE TYPE FOUNDRY, Chicago. This company will also show the Hilland No-Furniture Chase, which is a new article and has never been exhibited at an exposition before; and a line of Grippers, both plain and perforated. There will also be a new and improved Quoin.

Some things to be shown by the INDIANA CHEMICAL & MANUFACTURING CO.: Reducol Compound, Blue-Black Reducol, Magic Type and Roller Wash, Paste Dryers, Gloss Paste, Liquid Dryers, Electrical destroyers, and type metal cleaner and flux.

The HARLO R. GRANT & COMPANY, Chicago, will have an exhibit of the Vertifile. This new cut storage cabinet files cuts vertically instead of horizontally, and in sections, on the sectional bookcase plan, in protection against scratching, warping, losing plates, etc.

The HOYT METAL COMPANY, St. Louis: "We plan exhibiting both impression lead, and tin-coated impression lead; tint plates for engraving, electrotype cases for wax moulding, bearers and reinforced sheet-lead, the latter used as a lining in electrotypers plating tanks. The latter item—crawl-proof reinforced sheet lead—is something very few of the electrotypers are familiar with."

From the A. O. K. EQUIPMENT, Chicago, comes word that the Stuebing Automatic Machine Co. exhibit, of which the former company has charge, will consist of a display of the only power calendar tin-mounting machine yet produced. This machine will be in operation, showing how flat sheet tin is fed from one side, and brass or manila eyelet tape from the opposite side, meeting the calendars at the point of operation, and mounting on an average of 1,000 calendar ends per hour.

The BARRETT-CRAVENS COMPANY, Chicago, will show how to handle rolls of paper stock weighing up to 5000 and 6000 lbs., with one man in one operation, and in a short space of time. The exhibit will consist of labor-saving devices, mainly the Barrett Lift Truck and the Barrett Portable elevator.

The MID-STATES GUMMED PAPER COMPANY, Chicago: "Our entire display will consist of manufactured products, such as Gummed Craft Tape, Gummed Hollands, and Cambric in roll form; and especially non-curling gummed paper for gummed labels."

The C. B. HENSCHEL MFG. CO., Milwaukee, will show its famous Milwaukee Bronzer, and says about its product: "With Milwaukee Bronzer on the job, bronzing is simple and easy, with no more trouble than any other work. The bronze Powder is all used on the work—not spread around the work-rooms."

The B. H. BUNN COMPANY, Chicago, will show its Bunn Package Tying Machines, offered as great money savers.

The HILL-CURTIS COMPANY, Kalamazoo, Mich., makers of sawing machinery, say there is every likelihood that they will have not only one but two machines,

(TURN THE PAGE)

(Continued From Page 29)

which will be wholly new, at the exposition.

Various models of Trimmiters are to be shown by the CHESIRE & GREENFIELD MFG. CO., *Chicago*. This Company says: "We are hopeful that by the opening of the Exposition we shall present to the printing industry some other new devices that have long been demanded."

The WESTERN STATES ENVELOPE CO., Milwaukee, expects to operate an up-to-date envelope machine, making envelopes on the exposition floor. It is also likely that a Stokes & Smith Rotary Press will be operated. This company will also show layouts of actual runs of envelopes printed in the sheet and will show samples of different envelopes to illustrate advertising ideas.

The "last word in plate-mounting devices" is what the PRINTING MACHINERY COMPANY, Cincinnati, calls its Warnock diagonal block and register-hook system, which it will have on exhibition. It will also show its aluminum expansionable book-block, which has been on the market for 14 or 15 years, and its sterling small sectional system. "We have, however, a decidedly new feature", says a letter; "namely, the making of aluminum carton dies, which has been very successful. Some $50,000.00 worth of these have been made in the last six months for the foremost carton companies of America, and have proven very satisfactory."

The exhibit of the INLAND PRINTER, Chicago, will be purely an educational one, showing the service it is rendering through the magazine, as well as the educational work it is doing, according to word from Harry Hillman, editor.

"We will have on display a full equipment of Blatchford Plate Mounting Base," says the E. W. BLATCHFORD CO., Chicago. "This will include all necessary accessories."

The WEST MFG. CO., Milwaukee, announces it will have on display its latest Model "E" Automatic West Sealing Machine, which automatically seals 6000 broadsides, catalogues, or other pieces of mail per hour. The new machine is reported to replace fifteen hand operators, and to pay for itself within a very short time. It has many unique features.

"The booth to be occupied by ourselves, for one thing, will feature the new five and eight-motion multiple universal lift, as well as single universal lift Stuebing truck, as applied to the printing and paper industries, and the new design of heavy steel shelving as manufactured by the Fred Medart Mfg. Co. of St. Louis, Missouri," says a letter from the ELECTRICAL & STEEL SALES CO., Milwaukee.

The HAMILTON MANUFACTURING COMPANY, Two Rivers, Wis., reports: "Our exhibit will consist of type cabinets, imposing tables, makeup tables, bindery tables, proof-readers desks, galleys, etc.—a representative exhibit of our line of manufacture—including recent improvements."

The OHIO KNIFE CO., Cleveland, is to display O. K. Special Paper Cutting Knives, also revolving or stop cutter knives used on pasters, and to show these knives in their various stages of manufacture, beginning with the raw material. The exhibit, the company believes, should be unusually instructive and appeal to all binders, printers, lithographers, etc.

Other announcements are coming in as *"NPJ"* forms close for this issue, and will be described in the next numbers.

◆ ◆ ◆

Gentlemen: The President!

A Message to All Craftsmen From the Chief of the International, Mr. Harvey H. Weber, Buffalo, N. Y.

WHEN the activities of Craftsmanship during the current year have become part of the history of the International Association of Printing House Craftsmen, we hope the record will present facts of accomplishment very gratifying and very inspirational for the future.

Our members who have grasped the true import of the Craftsman idea, who have recognized therein great potential factors for the progressive development of technical knowledge and efficiency, and who have energetically and unselfishly devoted themselves to the upbuilding of an organization fitted to accomplishment, have demonstrated its constructive value far beyond the hopes of the Craftsmen who first conceived the idea.

During the past five years our Association has had a rapid and substantial growth. Considering the fact that our membership is confined to executives willing to "Share Their Knowledge" and anxious to contribute to the advancement of Craftsmanship, numerically the growth has been wonderful. This is convincing evidence that the value of our organization is manifest to its own members, and that they are vigorously active in making its worth more widely known.

YOUR International officers are endeavoring to make this a banner year. They expect to greet in Milwaukee the largest body of Craftsmen ever assembled, and to this end are requesting each club, and every member, to give their best. Plans for a large delegation should be considered at once. Do not delay your hotel reservations. Your booster committees should work at top speed. Let us show that the Milwaukee fellows have no monopoly of initiative and energy, although they have shown enough to make some of us gasp for breath.

Get in touch with the Exposition management and let them know about your Exposition activities. Assist in giving the big show the widest publicity possible. Let every Craftsman determine to contribute some direct effort to magnify its success.

We confidently rely upon the personal activity of each club and of each individual member.

HARVEY H. WEBER

Greetings Sent to Manufacturers

GERALD ANDERSON, executive secretary of the Racine-Kenosha (Wis.) Typothetae, has just reported the following letter adopted by that body in support of the Milwaukee Graphic Arts Exposition, and Pfister hotel headquarters have been informed that similar adopted motions and resolutions are coming in from all parts of the country:

> **THERE is a considerable amount of interest being shown by all the printers and newspaper men through this part of the country about the forthcoming Graphic Arts Exposition which is to take place at Milwaukee during August.**
>
> **At our last meeting this subject came up for discussion and I was instructed to write all the large concerns engaged in the manufacture of machinery and other equipment used in the Graphic Arts Industry.**
>
> **This being the first time an exposition of this kind has been held near us, we in this part of the country are doing all that it is possible to make it a success for all concerned.**
>
> **Our members are anxious to have an opportunity to view all the latest improvements in the machinery and other equipment pertaining to the Graphic Arts industry, and we hope to have the pleasure of viewing the latest that your firm has placed on the market since its last exposition.**

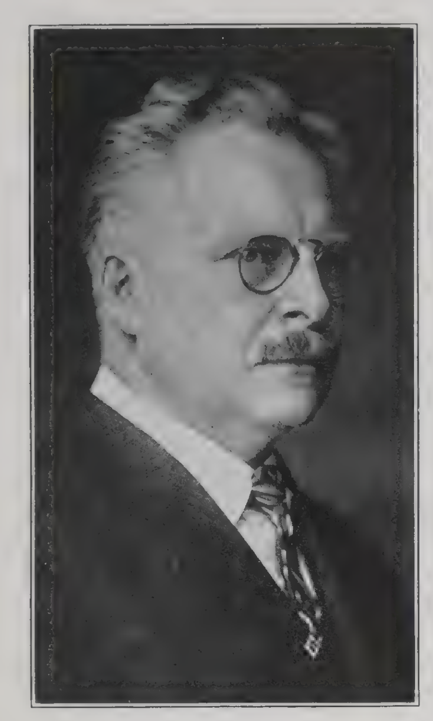
Swiss Send Over Fine Showing

World-Famous Examples of Craftsmanship Received in Milwaukee

A LARGE exhibit of fine printing, lithography and rotogravure has been received by the Milwaukee Exposition management from Zurich, Switzerland. The exhibit includes superior samples of industrial advertising; art studies by such well-known Swiss artists as Balmer, Wherli, Rabinovitch, Moos and Bauer; a remarkable wood cut in colors by Bischoff; a Roman architectural study by Kuhn; nine Litho prints in monotone by the famous Edward Stiefel, of Zurich.

Especially interesting are three de luxe books; "Elsa die seltsame Magd," on hand-made, deckle-edge Swiss paper, composed in a very artistic, strong text by Hans Vollenweide; numerous wood cuts illustrations by Otto Lüssi; edition limited to 200 numbered copies; "La Vila Nuova," of Dante in a delicate German text, and "Mother and Child," by Emil Hess, limited to 150 copies.

The entire exhibit was produced in the plant of the Fretz Brothers, Inc., Zurich, Switzerland, and Rudolph Fretz, one of the proprietors, has been appointed official Swiss representative at the Exposition.



A. V. FitzGerald

◆ ◆ ◆

FitzGerald Is Publicity Maker

"Mecca" Exhibit at Graphic Arts Show Also in Charge of "A. V. of Milwaukee"

A. V. FitzGerald, widely known printing house executive, is not only chairman of the internationally functioning publicity committee of the Milwaukee Graphic Arts Exposition, and handling a number of details in other departments, but he is head of the committee having in charge the important work of collecting the material for the *Exhibit of Ancient and Modern Samples of Graphic Art,* which of course will be a kind of a *Mecca* for every visitor.

Mr. FitzGerald is a native of New York, was educated in Canada, and became a printer in Chicago. He recently completed 25 years of service as a printing house executive. His contributions to technical journals are widely known. He was at one time assistant editor and printing supervisor of the Graphic Arts and Crafts Year Books. He is plant manager of the Meyer-Rotier Printing Co., Milwaukee, one of the most prominent houses in the midwest.

In line with his record as a stalwart backer of organization and education, Mr. FitzGerald's handling of the publicity with regard to all phases of the Exposition, is bound to make a deep and lasting impression.

Recreation and Fun Galore Is Planned for Exposition Guests

Tentative Program Already Under Way; Official Sessions, Exhibit Hours and Entertainment Are Correlated in Unique Way

Entertainment will not be lacking in any way during the Milwaukee Graphic Arts Exposition, August 18-23. John Landgraf, chairman of the committee in charge of this important work, announces that already a tentative program has been set up. There will be many surprise features. The programme will not interfere with the short convention sessions during the morning hours of each day, nor with the exposition hours which will center chiefly in the afternoons. All the experience of Milwaukee, as one of the world's most prominent entertainers of large expositions and conventions, will be applied in completing the program.

A banquet and ball, unique in conception, will be one of the entertainment features. This will probably take place on the evening of Monday, Aug. 18. Trips to a number of the largest industrial plants in Milwaukee, have been provided for, as well as to the finest of the many beauty spots of the city and environs.

During one evening a display of fireworks and other outdoor entertainment will be given. Stag parties for the men, theater parties for the visiting ladies, a good time at one of the famous summer beaches, and other amusements will be located on the program when the official announcement is issued, in due time.

Craftsman "Jake" Ruesch, of the Jacob Ruesch Machinery Company, Milwaukee, is making thorough preparations to take care of the machinery installations at the Graphic Arts Exposition.

◆ ◆ ◆

More Craftsmen's Clubs Being Formed in U. S. and Abroad

Secretary Louis M. Augustine of the International, announces that clubs of printing house craftsmen are in process of formation in the cities of Morgantown, Iowa, and Memphis, Tenn. He expects shortly to receive official advices that clubs have been formed in Indianapolis and other cities. The International now has considerably over 5000 members in forty-three localities. A club may shortly be formed in Johannesburg, South Africa.

Convention Program

The Milwaukee Convention Committee, headed by Craftsman Arthur Radke, is working out a program that is sure to command the attention of the delegates and induce them to attend every session. Among the subjects are:

"Education of the Apprentice;
"Making of an Executive;
"Relation of the Technical School to the Craftsman;
"Duty of One Man to Another— (Share your Knowledge);
"Raising the Standard of the Rank and File."

Famous Historical Printers' Works Will Be Exhibited

The *Historical Section* of the Milwaukee Exposition will contain many rare works of old master craftsmen. "Welt Geschaeft" (World's Work), a large volume printed in 1666 by J. J. Bernharths, at Solothurm, Switzerland, is profusely illustrated with woodcuts, and artistically bound in leather. A "Travel Book of the Holy Land," printed in Frankfort-on-the-Main in 1584, contains many fine wood cuts and is a master's work typographically. Another rare volume, by Otto Baumfeld, was published in 1537.

◆ ◆ ◆

The Craftsmen of the Second District held their regular semi-annual conference in St. Louis, May 17. Matters of great importance in the development of the organization were discussed at the afternoon session. In the evening, following a banquet, the delegates were addressed by George Ortleb, past president of the St. Louis club; Mr. Werremeyer, president of the St. Louis Ben Franklin Club; George A. Faber, Vice President of the International Craftsmen's association; A. V. FitzGerald, conference vice-president of Milwaukee; Craftsman Jenson, president of the Chicago club and Ernst Dittman of Chicago, president of the conference.

At the Ninth District Conference, held in Des Moines, Saturday, May 17, Milwaukee Graphic Arts Exposition was represented by the president, Craftsman George A. Just.

BULLETIN

At press time Exposition headquarters received word that Draeger Freres, *Imprimerie Artistique,* Paris, France, will send a fine collection of printings made at their plant.

VI.—Distributing Time to Departments

COST FINDING FOR PRINTERS AND PUBLISHERS, in Twelve Sections,
by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin
Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

As we approach the objective of the cost finding system, *the Cost of the Chargeable Hour,* it is necessary that the amount of labor or workman's time used, and the amount paid for it in each department be definitely ascertained. This applies to both chargeable and non-chargeable labor, for the non-chargeable labor is bought and paid for at the same rate as is the chargeable labor.

The first step in this process is to secure a daily summary by departments of each workman's time. For this purpose, *Form 3, the Workman's Daily Time Ticket* is extended and ruled in department columns, there being columns for both chargeable and non-chargeable labor in the producing departments. To these department columns are extended the various items of labor entered by the workman during the day in the UNITS USED column.

Refer again to the ticket of J. W. Grant for October 5th. The first item in the UNITS USED column is 15 units of chargeable hand composition; the second, 5 units of the same. Both items are carried to their proper column on the same horizontal lines on which they were respectively entered in the UNITS USED column. Three units of chargeable job press and 12 units of the same are carried to their proper column; five units of non-chargeable hand composition, and so on till all the items in the column have been distributed to their proper columns. Then the columns are each totaled and the footing entered in the place provided for it. Here we have a complete summary by departments of the workman's time for the day, chargeable and non-chargeable. A cross footing of these departmental totals should be made to check the accuracy of the work. Obviously *their total should be the same as the vertical footing of the UNITS USED column.*

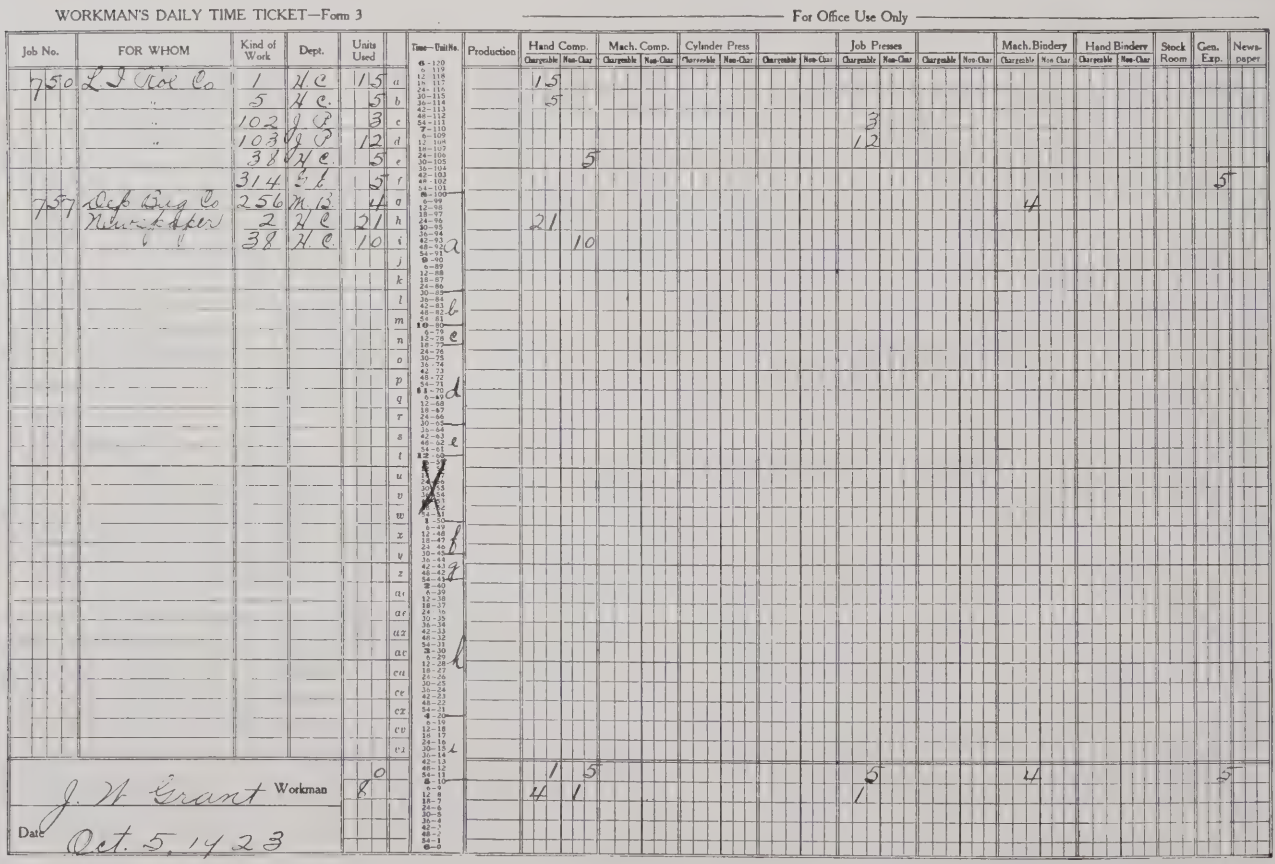
This daily summary of the workman's time is carried to a form on which is brought together the complete record of the workman's time, by departments, for the month. For this purpose we have *Form 7 the DAILY RECORD OF WORKMAN'S TIME TICKETS.* It is ruled in department columns to correspond with the time tickets from whose totals the items recorded are taken. These forms are bound in books for small shops and a page affords space for the month's record of each workman's time. The same form is used for preserving the record of machine time for the period in the case of machines for which time tickets are kept. This form is so ruled that it may be used for weekly pay roll purposes,

(TURN TO PAGE 34)

◆

This Form Presents a Complete Summary by Departments of the Printing Office Workman's Time for the Day

A Cross-Footing of These Totals Checks Accuracy of the Work



WORKMAN'S DAILY TIME TICKET—Form 3

For Office Use Only

Job No.	FOR WHOM	Kind of Work	Dept.	Units Used		Time—Unit No.	Production	Hand Comp. Chargeable	Hand Comp. Non-Char	Mach. Comp. Chargeable	Mach. Comp. Non-Char	Cylinder Press Chargeable	Cylinder Press Non-Char	Chargeable	Non-Char	Job Presses Chargeable	Job Presses Non-Char	Chargeable	Non-Char	Mach. Bindery Chargeable	Mach. Bindery Non-Char	Hand Bindery Chargeable	Hand Bindery Non-Char	Stock Room	Gen. Exp.	News-paper
750	L. I. Tol Co	1	H. C	15	a			15																		
	"	5	H. C.	5	b			5																		
	"	102	J. P.	3	c											3										
	"	103	J. P.	12	d											12										
		38	H. C.	5	e				5																	
		314	G. E.	5	f																				5	
757	Dep Bug Co	256	M. B.	4	g															4						
	Newspaper	2	H. C	21	h			21																		
	" "	38	H. C.	10	i				10																	
J. W. Grant Workman Date Oct. 5, 1923				80				41	15							15				4					5	

Success Bond

LOUDER THAN WORDS! Appearance often proves more than words can claim. A letterhead on SUCCESS BOND creates a more believable impression of integrity, reliability and success than pages of assertions.

SUCCESS BOND registers its message upon the eye, ear and sense of touch almost instantaneously—long before words alone could take effect. That the appeal of SUCCESS BOND is favorable is best proved by the growing demand for it by institutions depending for their very existence upon friendly contact with the public.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

BALTIMORE, MD.	J. Francis Hock & Co.
DALLAS, TEXAS	E. C. Palmer & Co., Ltd.
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.
LOUISVILLE, KY.	Miller Paper Co.
MILWAUKEE, WIS	The E. A. Bouer Co.
NEWARK, N. J.	H. P. Andrews Paper Co.
NEW ORLEANS, LA.	E. C. Palmer & Co., Ltd.
NEW YORK CITY	H. P. Andrews Paper Co.
NEW YORK CITY	Clement & Stockwell
OMAHA, NEBR.	Field-Hamilton-Smith Paper Co.
PORTLAND, ORE.	Blake, McFall Company
SEATTLE, WASH.	The American Paper Co.
SPRINGFIELD, MO.	Springfield Paper Co.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH QUALITY 1873

Month's Record of Time, by Departments, Is Important in Arriving at the Cost of the Chargeable Hour

ITEMS ARE CARRIED TO THIS FORM FROM NO. 3; MACHINE PRODUCTION ALSO SET DOWN

Daily Record of Workman's Time Tickets—Form 7. Month of October 1923 For J. W. Grant Workman.

DATE	DAY	Amt. Paid	Hours Worked	HAND COMP		MACH. COMP		CYLINDER PRESS		Job Press-1		JOB PRESS-2				MACH. BINDERY		HAND BINDERY		StockHandl'g	Gen Exp.	Newspaper
				Char	Non-Char	Char.	Non-Char	Char.	Non-Char	Char.	Non-Char.	Char.	Non-Char	Char.	Non-Char.	Char.	Non-Char.	Char.	Non-Char	Non-Char.	Non-Char.	Non Char.
1	Mon		80	57				13	2									5			3	
2	Tues		80	6	3					32		31	2			1				10	3	
3	Wed		80	2		12				10	1	40	1			4		3			1	
4	Thur		80	17			8	4		4	17	11				6			8		1	2
5	Fri		80	41	15							15				1					3	
6	Sat	5000	80	10				10	13	7		30				4					4	
8	Mon		80	15	7	6				10		7	7			5		3		8		10
9	Tues		80		11		3	23	5		4	18					6				10	
10	Wed		80	6		34				14			15			3		8				
11	Thur		80	4	10					12	1	33				3					3	
12	Fri		80	1			11			11		41						8				
13	Sat	5000	80		11					10	3					26		1	3	6	14	
15	Mon		80	11	10	10	6		13		4	10	2								6	8
16	Tues		80	30	16					21	3	8	1			2						
17	Wed		80	13	2	40		11		5						4						
18	Thur		80		17						5	13	6					18			21	
19	Fri		80	21	5	13	14			13	1	16	3			3					2	3
20	Sat	5000	80	14	8			31			3	11	3			4		2				
22	Mon		80	17	3	8	5			10	7	16	8			3					3	
23	Tues		80	8	16			12	5			30	3					6				
24	Wed		80	23	8					20	7					18					2	
25	Thur		80	11	4	20	3					16	6							20		
26	Fri		80	43						12		10				5		2			8	
27	Sat	5000	80	14	6			8		8	1	26	4								13	
29	Mon		80	11	14	16	4			15		13	7			5						5
30	Tues		80	21	10					22		8				8		5			6	
31	Wed	2500	80	50	3			15	5												7	
	Thur																					
	Fri																					
	Sat																					
TOTALS		22500	2160	464	154	159	44	132	43	243	68	326	69			113	6	69	11	44	117	28
		Dept. Hour Totals			618		203		175		311		465				119		80	44	117	28
		Pay Roll Distribution			6437		2114		1824		3239		4844				1240		833	458	1217	292

◆

(CONTINUED FROM PAGE 32)

there being an extra line provided for the entry of weekly total of time and the weekly wage of the workman computed on the actual time worked.

For cost finding purposes we use the calendar month as the period for which costs are determined. Hence a line is provided for the entry of the daily summary of the workman's ticket for each working day of the month, a column for the total hours worked and a column for each chargeable and non-chargeable item in each department and a column for the weekly compensation. When the time has been recorded for all the days of the month and the record is complete, footings are made of the department columns and of the total HOURS WORKED column. A cross footing of the departments columns should be made to prove the accuracy of the record.

We now have the total time of the workman for the period and also the exact total of the time which he worked in each department. We also bring down a footing of his various wage items for the fractional weeks and the full weeks of the period. It should be understood that this compensation must be for the exact period covered by the time record.

From this compensation item, the total time worked and the time worked in each department let us now distribute the cost of the labor for the period to the various departments to which it should be charged. Referring to the time record of J. W. Grant for October, we find that Grant's total compensation for the month was $225.00 and that his total time worked was 216.0 hours. It is necessary for our purpose that we determine his compensation per hour by dividing his total compensation by the number of hours worked. We find Grant's hourly compensation to have been $1.0416 for the period.

A ROCK BOTTOM *vs.* "Rocky Bottom"

An accurate record of the time or labor paid for in each department of the plant for the period, reduced to terms of dollars and cents, is one of the foundation stones of the cost finding system. The printer who has no such record but who thinks he knows his hour costs is hardly a safe man to do business with.

—W. H. BRIDGMAN

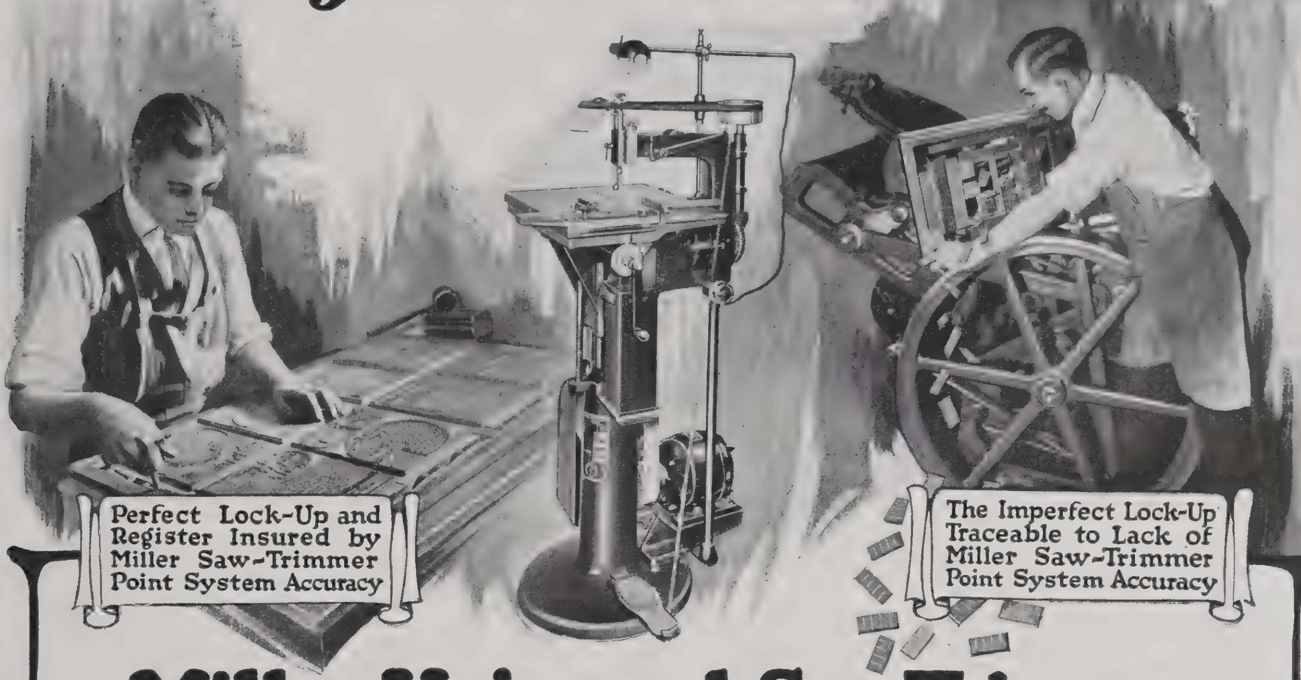
The total cost of labor to be charged to each department can be determined by multiplying the hourly compensation of this workman by the total number of hours which he worked in each department, as follows: Hand composition, 618-2160 of $225.00 or $64.37. Machine Composition, 203-2160 of $225.00 or $21.14. Cylinder Press, 175-2160 of $225.00 or $18.24. Large Platen, 311-2160 of $225.00 of $32.39. Small Platen, 465-2160 of $225.00 or $48.44. Machine Bindery, 119-2160 of $225.00 or $12.40. Hand bindery, 80-2160 of $225.00 or $8.33. Stock Handling, 44-2160 of $225.00 or $4.58. General Expense, 117-2160 of $225.00 or $12.19. Newspaper, 28-2160 of $225.00 or $2.92.

If the distribution has been correctly made *the sum of the departmental items will equal the total compensation for the month.* These various items of department labor cost should be entered in the place provided for them at the foot of the department columns on Form 7.

Let us assume that a similar distribution to departments of the time and

(TURN TO PAGE 36)

Point System ACCURACY


Perfect Lock-Up and Register Insured by Miller Saw-Trimmer Point System Accuracy
The Imperfect Lock-Up Traceable to Lack of Miller Saw-Trimmer Point System Accuracy

Miller Universal Saw-Trimmer

THE TIME and labor-saving advantages positively assured by "*Millerizing*" all cuts, rules and other materials before assembling in the form, are recognized by every printer. In shops where the MILLER SAW-TRIMMER is not placed at the disposal of workmen, justification, make-up and lock-up of forms involve excessive wasted time and labor, and working under difficulties imposed by inadequate tools and methods, only passable results are obtained. To these poor results may be traced additional lost time after the form is transferred to the press. Make-ready troubles are multiplied, "work-ups" and "pull-outs" are of common occurence and frequently a form is "pied" as illustrated above.

With all cuts "*Miller-squared,*" "*Miller-mortised*" and "*Miller-planed*" to accurate type-height, and all spacing materials "*Miller-treated,*" a perfectly square lock-up is insured—a lock-up that will "lift" without "spring," stay locked and register perfectly throughout the run.

The time spent in correcting faults which the MILLER SAW-TRIMMER eliminates, represents the difference between loss and profit on hundreds of jobs. May we send you our latest MILLER SAW-TRIMMER Catalogue which illustrates and describes its many labor-saving features?

The Miller Saw-Trimmer Co.

2 to 24 Penn Ave. **Pittsburgh, U.S.A.** Point Building

ATLANTA BOSTON CHICAGO DALLAS DETROIT
LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO

Test Questions

Section VI.

1.—*Why is Form 3 necessary in a cost system?*

2.—*How is accuracy insured in the keeping of the Form 3 record.*

3.—*What does a completed Form 7 record show.*

4.—*How will you determine the cost of each workman's labor in each department?*

5.—*Explain the method of keeping machine time.*

6.—*Why is it necessary to keep a record of the non-chargeable time?*

◆

National Printer-Journalist Service Coupon

To University of Wisconsin, *Extension Division,*
Dr. Louis E. Reber, *Dean,*
Madison, Wisconsin.

Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the Bridgman-U. of W. Extension Division articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

(If interested in getting information about Complete Extension Course of Study on this subject,) check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant..............................
.... *Title or Position*..
Street, No...
.........1924 *City*...................... *State*..................

VI. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.

(CONTINUED FROM PAGE 34)

pay of each workman in the plant has been made for the period, which in this case is the month of October. The machine records for the period are completed by merely making their department footings. There is no pay roll to distribute for machines. Obviously the time of a machine does not appear in any other department than its own. It will be noted that the WORKMAN'S DAILY TIME TICKET carries a PRODUCTION column. In this should be entered the number of impressions made by a press during the period of operation entered on the same line. As only one column of Form 7 is required for keeping the record of a press, one of the other columns on this form should be used for a PRODUCTION column to which all the production figures from the daily time tickets for the machine can be posted.

Thus at the close of the period the management has at hand the total chargeable and non-chargeable hours for each machine with its production for the period.

◆

The Program in Brief

The Bridgman-University of Wisconsin-National Printer-Journalist Series—began with the *Reasons for a Cost System* published in January.

A service coupon is published each month. It should be understood that this service will be *without charge only until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service.

Those desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

TO CATCH UP

Readers whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, subject to prior orders.

Garbage Can Stunt in Your Town?

Washington State Newspapers Warned of Advertising Scheme, and Told How to Combat It Logically

The Live Hook; *Official Bulletin, Washington (State) Press Association*—"An organization is now at work offering the city councils free garbage cans for the street corners, provided a franchise is given to place advertising on the cans.

"The best way to combat the can game is to make the rounds of your merchants and point out the following facts: The approximate advertising charge made on the cans is $2.50 per month for an ad on one side of one can. This is $30 a year, or $120 a year for each can. Thus one merchant would be paying $30 a year for a single ad on one side of a can that isn't worth over $15, and the city doesn't own the can at the end of that period. Or four merchants are paying $120 for a $15 can. If the city needs these cans, suggest to the merchant that he purchase a $15 can, put his ad on all four sides, thereby getting $120 in advertising for $15, and the additional advertising that would come from presenting the city with a free can.

"Get busy! If the can man hasn't been in your town, he will slip in on your council some evening when you aren't looking."

Reading of News is Held Essential

Use of Newspapers in Schools Urged by State Superintendent

Definite consideration is being given by Missouri school authorities to the introduction of training in newspaper reading in the high schools of the State.

The plan is advanced by Charles A. Lee, state superintendent of public schools, who has placed it before each school in the State, says a St. Louis special in the Boston (Mass.) *Christian Science Monitor*. Mr. Lee, asserting that the newspaper as the vehicle of world-wide communication and exchange of thought is a public necessity, believes pupils should be taught how to read and study the news in the better class of newspapers. A careful grasp of the dangers besetting government, he holds, can only be had by serious study of the actual developments day by day

Stephen A. Wagner, member of the St. Louis Board of Education, advocates that the board subscribe for a large number of daily papers to be put into regular use in classroom work. This plan would give each pupil a newspaper during the discussion period. Supt. Lee favors a more modest beginning, however, advocating that each school subscribe for but one newspaper for the present.

Not Difficult, and Always Profitable: Local Ad Club

Bert Rogers, Olathe (Kans.) *Mirror,* told a conference of Kansas Publishers at Lawrence, that the plan of fathering local advertising clubs among merchants, with a minimum of ten members, is very effective. Outside ad-men can always be secured to talk to these organizations, and they stimulate newspaper advertising and help merchants to prepare the right kind of copy.

"PLEASED CUSTOMERS"

MEANS A FULL SHOP

-- THEREFORE --

Specify a blotter backed by 37 years of
MANUFACTURING
EXPERIENCE

Our Established Brands Are

WORLD – HOLLYWOOD – RELIANCE
ELDORADO and VIENNA MOIRE

The Albemarle Paper Mfg. Co.

RICHMOND, VIRGINIA
U. S. A.

Showing How a Pressman Outlines the Weak Spots

It's More Than a Crime to Permit Skimping on the Make-Ready

Many Fine Papers, Engravings and Typographical Effects Ruined by "Too Much Price"

THE BUYER may select the best paper for a catalog or any other printed matter; he may have first-class engravings made especially for the paper—and even special ink—but if the pressman slights the make-ready the selling power of the finished job will be lessened in proportion, says a recent issue of the *Warren Monthly.*

Many times this may happen because the printing is bought at a price. The printer, in his anxiety to land the order, has had to figure minimum time and labor for every process including a big cut in the time he would otherwise devote to make-ready.

If the buyer of printing understood why make-ready is such an important factor, he would be more willing to pay enough. Make-ready is worth all and more than it costs. Even if the plates are old, worn electro-types, you can at least get the last drop of value of what *is* there if you allow enough time for adequate make-ready.

What is enough time for adequate make-ready compared to running time? In a very interesting booklet, *Make-Ready—the Mark of a Good Pressman,* published by the Matthews-Northrup Works, the following illuminating estimates for make-ready are quoted:

"*First*—A catalog of 32 pages in two colors, full of illustrations, make-ready $363.00, *presswork only $238.00 in a 10,000 run.*

"*Second*—A book of 16 pages in one color, few illustrations, make-ready $39.00, presswork only $33.00 in a 5,000 run.

"*Third*—A magazine of 48 pages, in one color, few illustrations, make-ready $79.20, presswork only $35.00 in a 4,000 run."

These figures were made several years ago and would have to be revised upward to meet present-day costs but you can see that in many cases of catalogs with edition of from 5,000 to 10,000 the time and cost of making ready exceeds the presswork time and cost. We are now talking, of course, of catalogs with at least a few halftones. If the illustrations are many, the make-ready cost usually will be much more than the cost for presswork, says *Warren's Monthly* in conclusion.

When Is a Form? A Signature?

PRINTING INSTRUCTOR: *In tying up type should the cord be wound clockwise or counter-wise?* Probably very few printers ever thought of these terms. For right-handed persons the inclination would be clockwise.

What is the difference between a form and a signature? The form is a type mass locked in the chase ready for printing. The signature is the printed sheet folded and ready for gathering.

It is useless to quibble if "form" applies to the type before it is locked in the chase, or "signature" before the sheet is folded.

First Water Mark Religious Symbol

Interesting History Behind Device at Present Used to Show Artistic Trade Marks

FEW printers, even the old-timers, know the origin of watermarks. Frieda Wyandt writing for the Christian Science *Monitor,* recites the long and interesting story behind what is today a device for employing artistic trademarks, in part as follows:

"Often they carried messages of the religious convictions of the guilds which made the paper, expressing the ideas through a series of symbols which came to be recognized as a language in itself, fraught with hidden meaning.

"Bulls and madonnas, crosses and keys, hand and crescents — all were used to express the convictions of the medieval craftsman who dare not put in words his religious belief. From 1280, when the first watermarks were put into paper, until after the Reformation, the title pages of old books form a record of pious feelings of the times * * *

"They are made from the imprint of a wire fastened upon the crossed wire frame upon which the paper pulp is caught as it is taken from the vats. The watermark is left in the dried paper, a delicate design traced in light."

◆ ◆ ◆

Lays Out Complete Campaign To Win Community Award

H. D. LEGGETT of the Ord (Neb.) *Quiz,* announces his intention of capturing the state press community service cup next year. First, he proposes to concentrate more than he ever has before on community service. Then he intends to run a nominating blank in his paper and ask readers to tell what they think about anything he is doing.

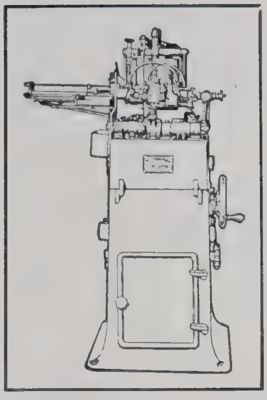
All these comments will be bound together at the end of the year and submitted to the judges as one of his exhibits.

The plan could be used to advantage in an editorial contest. Ask readers to clip and comment on editorials that appeal to them and submit the comments to the judges. They would give the judges an idea of what readers think about editorials.

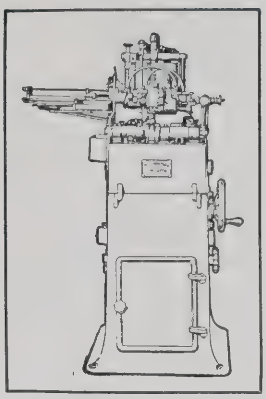
"Unto Others"

IN an article on "The Changing Country Press" in *Scribner's,* Charles Moreau Harger of the Abiline (Kans.) *Reflector* says:

> "Whether or not he realizes it, the influence of the local editor's utterances are measured largely by the success with which he conducts his own business. He can with poor grace point out financial paths when he is a living example of inefficiency."



The Thompson
Type Machine Co.



Gardiner's
Is Fine
Type Metal

IN THE FACTORY where Thompson Type Machines are built, Gardiner's Metals are used for testing purposes.

Whether Linotype, Linograph, Intertype, Monotype or Stereotype—there is a Gardiner Metal which will give faithful service.

GARDINER METAL CO.

ESTABLISHED 1901

1356 WEST LAKE ST. CHICAGO, ILLINOIS

LOOKING THEM OVER : : : With "NPJ"

Readers are Invited to Submit Copies of Their Newspapers for a "Once-Over." This Department Purposes to Interchange Ideas Among Printer-Journalists. Criticisms on Specific Points May be Had Upon Written Requests.

Advertising Co-Operation—A group of 23 dailies in one large section of the country showed the following replies to a questionnaire:

Make check-up on sales and market surveys for advertisers	13
Send letters to the trade	8
Deliver window display material or arrange for its display with dealers	7
Trim dealers windows with manufacturers' set-ups	2
Supply advertisers' representatives with route lists	10
Introduce manufacturers' representatives to jobbers and large retailers	7
Print letters or broadsides and mail them to the trade at the expense of the advertiser	7
Publish a retail trade paper	2
Print free broadsides	1
Arrange for jobbers to accept merchandise on consignment	1

One large newspaper, included in the foregoing, wrote: "We believe newspaper co-operation can be kept within bounds if the newspapers agree in being moderate in extending this service."

Most People Get What They Deserve,
But Only the Winners Admit It

Avoided Free Publicity Pitfall—Carthage, Mo. started a campaign to build a college in the town. The Carthage *Democrat,* a weekly four-pager, repeatedly obtained large ads for the project. In handling the news end of the campaign, instead of boosting it with "editorialized" stories, painting in glowing colors the advantages of having a college in the home town, the paper gave straight news concerning progress in obtaining subscriptions, and quoted statements made by prominent citizens. It made *news* of the project instead of running write-ups.

Whole Section Sold to Bank—An entire eight-page section of the Fifteenth Birthday Anniversary edition of the Ahoskie (N. C.) *Hertford County Herald* was sold to the Farmers-Atlantic Bank, of that city. Editorial matter gave replies to questions about the operation of the bank. Both ads and editorial matter contained many illustrations. Magazine stock was used for the whole edition.

It Pays to AdvertIII—Elgin (Ill.) *Daily Courier* advertisers Bulletin:

"Oh, merchant, in thine hour of eee,
If on this paper you should ccc,
Take this advice and be you yyy,
Go straightway out and advertiii,
Be wise at once, prolong your daaa,
A silent business soon d-kkk."

Brings Back "The Good Old Days"—The Mount Kisco (N. Y.) *Recorder* reprinted in its fiftieth anniversary edition four pages of reproductions from the first issues of the paper. Pictures of town landmarks during the Reconstruction Period were also shown.

Circulation Figures—The Poteau (Okla.) *County Sun* every week prints its circulation figure in display on the front page at the top of the second column. Just now it happens to be 1300.

Ten Per Cent Discount Week—Fennimore (Wis.) *Times*: all subscribers renewing and all new orders during one week received 10 per cent off from regular annual subscription rates.

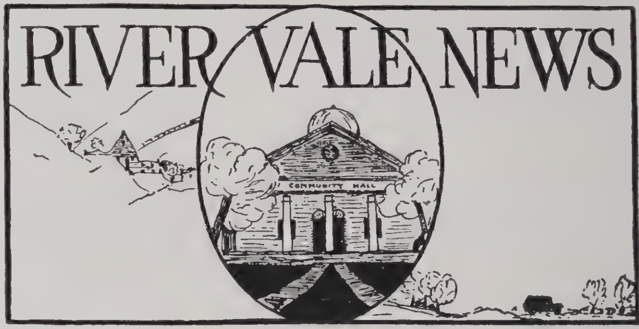
Feature Page—"The Times Hearthside Page" is the boxed head under which the Oswego (N. Y.) *Daily Times* runs its full page of features for "all the family."

Public Utility Uses Page Ad—The farm bureau edition of the Ida Grove (Ia.) *Record-Era* contained a full page ad for the Iowa Light, Heat & Power Co.

Spices Up School Department—"Bits of High School Chatter" is the boxed standing head over school news in the Alta Vista (Kans.) *Journal.*

From the Gallery—"Nowadays it's a wise Munsey Newspaper that knows its own name", says *Life* in a recent issue.

Vanderbilt's Plans—In the May Ladies Home Journal, Cornelius Vanderbilt, Jr., at 26 years publisher of tabloid dailies in Los Angeles and other cities, is quoted: "I am making only a beginning here. Within a year I will start my third paper, possibly in Detroit. In the near future I will have five papers. My complete plan, for which I am allowing myself twenty to thirty years, is to have a chain of nonsalacious journals throughout the United States. I hope to establish a clean newspaper in every town in which vileness and sensationalism now play too great a part in the local press."



It Pays to Dress Up Community News
Specimen of Headings Used in Every Issue by the Westwood (N. J.) News for Its "Country Correspondence"

◆ ◆ ◆ ◆ ◆ ◆ ◆

Chattanooga, (*Tenn.*) News, *Walter Johnson, Manager* (Secretary of the Southern Newspaper Association)—A young lady, called "Miss Service," gets on the phone every working morning and inquires if the paper is being deliverd satisfactorily. She thus learns names and addresses of non-subscribers and something about them. Her written daily report is *used.* Carriers get slips to sample the non-subs. A district man calls, if necessary to get the order. The paper also carries a record of every house under construction, and the "moving van and *News* arrive at about the same time." This paper works series of letters constantly to advertisers and prospects, telling the *News* story. One thing more: The letters are well done and tastily written on fine stationery. The News has had a net increase in paid subscriptions of 10,000 in five years, now certifying about 28,000. A 50-50 reading and advertising space schedule is maintained.

Promotes Community Building—The Poteau (Okla.) *County Sun* conducted a prize essay contest among school children on the subjects, "Why We Should Take Pride in Our Home, Our Home Town and Our Home County," and "What Is the Greatest Need of My Community, and Why,"

Attracts Trade to Its Town—The Algoma (Wis.) *Record-Herald* has successfully boosted local merchants' trade from the surrounding farm country by offering rewards of $3, $2 and $1 for the best answers each week to the question, "Why is Algoma the Best Place to Trade?"

Prophets in Their Own Countries—Town officials and business men of Norwood, Mass., gave a dinner at the Harvard Club in honor of Alfred W. Ambrose, president of the Ambrose Press and editor of the Norwood *Messenger,* weekly, a successful community builder.

Builds Up Advertising—The Baton Rouge (La.) *News* publishes full-page ads urging merchants to advertise. The *News* also runs every week intimate talks with merchants under the title "A Series of Sermons by Phil Ossifer."

The Marshall County Enterprise, *Madill, Olka.,*—Conducted a prize ad-writing contest. The Chamber of Commerce offered a prize of $5 for the best ad written for the city, $3 for the second and $2 for the third best.

(CONTINUED ON PAGE 42)

HYLOPLATE

for fine halftones and color work

Forty-eight leading Paper Merchants carry this paper in standard sizes and weights

- ATLANTA
  - The Chatfield & Woods Co.
- BUFFALO
  - The Alling & Cory Co.
- BUTTE
  - Minneapolis Paper Co.
- CHICAGO
  - Bradner Smith & Co.
  - Chicago Paper Co.
  - Parker Thomas & Tucker Paper Co.
  - Swigart Paper Co.
- CINCINNATI
  - The Chatfield & Woods Co.
- CLEVELAND
  - The Petrequin Paper Co.
- DALLAS
  - Graham Paper Co.
- DENVER
  - The Carter Rice & Carpenter Paper Co.
  - Graham Paper Co.
- DES MOINES
  - Carpenter Paper Company of Iowa
  - Western Newspaper Union
- DETROIT
  - Beecher Peck & Lewis
- EL PASO
  - Graham Paper Co.
- FARGO
  - Western Newspaper Union
- INDIANAPOLIS
  - Crescent Paper Co.
- KANSAS CITY
  - Graham Paper Co.
  - Kansas City Paper House
- LINCOLN
  - Lincoln Paper Co.
  - Western Newspaper Union
- LITTLE ROCK
  - Western Newspaper Union
- LOS ANGELES
  - Western Pacific Paper Co.
- LOUISVILLE
  - Southeastern Paper Co.
- MILWAUKEE
  - The E. A. Bouer Co.
- MINNEAPOLIS
  - Minneapolis Paper Co.
- NASHVILLE
  - Graham Paper Co.
- NEW ORLEANS
  - Graham Paper Co.
  - E. C. Palmer & Co., Ltd.
- NEW YORK CITY
  - The Canfield Paper Co.
- OKLAHOMA CITY
  - Kansas City Paper House
  - Western Newspaper Union
- OMAHA
  - Carpenter Paper Co.
  - Field-Hamilton-Smith Paper Co.
  - Western Paper Company
- PHILADELPHIA
  - The Canfield Paper Co.
- PITTSBURGH
  - The Chatfield & Woods Co.
- PUEBLO
  - Colorado Paper Co.
- ROCHESTER
  - The Alling & Cory Co.
- SALT LAKE CITY
  - Western Newspaper Union
- SAN ANTONIO
  - San Antonio Paper Co.
- SAN FRANCISCO
  - General Paper Co.
- SIOUX CITY
  - Western Newspaper Union
- ST. LOUIS
  - Graham Paper Co.
- ST. PAUL
  - E. J. Stillwell Paper Co.
- TOLEDO
  - The Commerce Paper Co.
- WICHITA
  - Western Newspaper Union

NEARLY all book papers in common use today contain a large percentage of Sulphite. Because sulphite fibres are long enough to overlap and interlace, they are used to make the foundation or framework of a sheet of paper. The small openings between these longer fibres are filled with various materials, depending on the method of manufacture. The best filler to produce a leveled-up, smooth printing surface that has as yet been put into practical use on a large scale is Kimberly-Clark Company's Bleached Refined Groundwood Pulp. When this material is used for a filler, in combination with good sulphite, the product is a printing paper that is very receptive to printing ink, and that has an even, level printing surface unexcelled outside of a clay coated sheet.

Sulphite has long fibres and strength, but is quite transparent. When bleached, it will not alone produce an opaque sheet of paper, but must have the addition of the proper filling material.

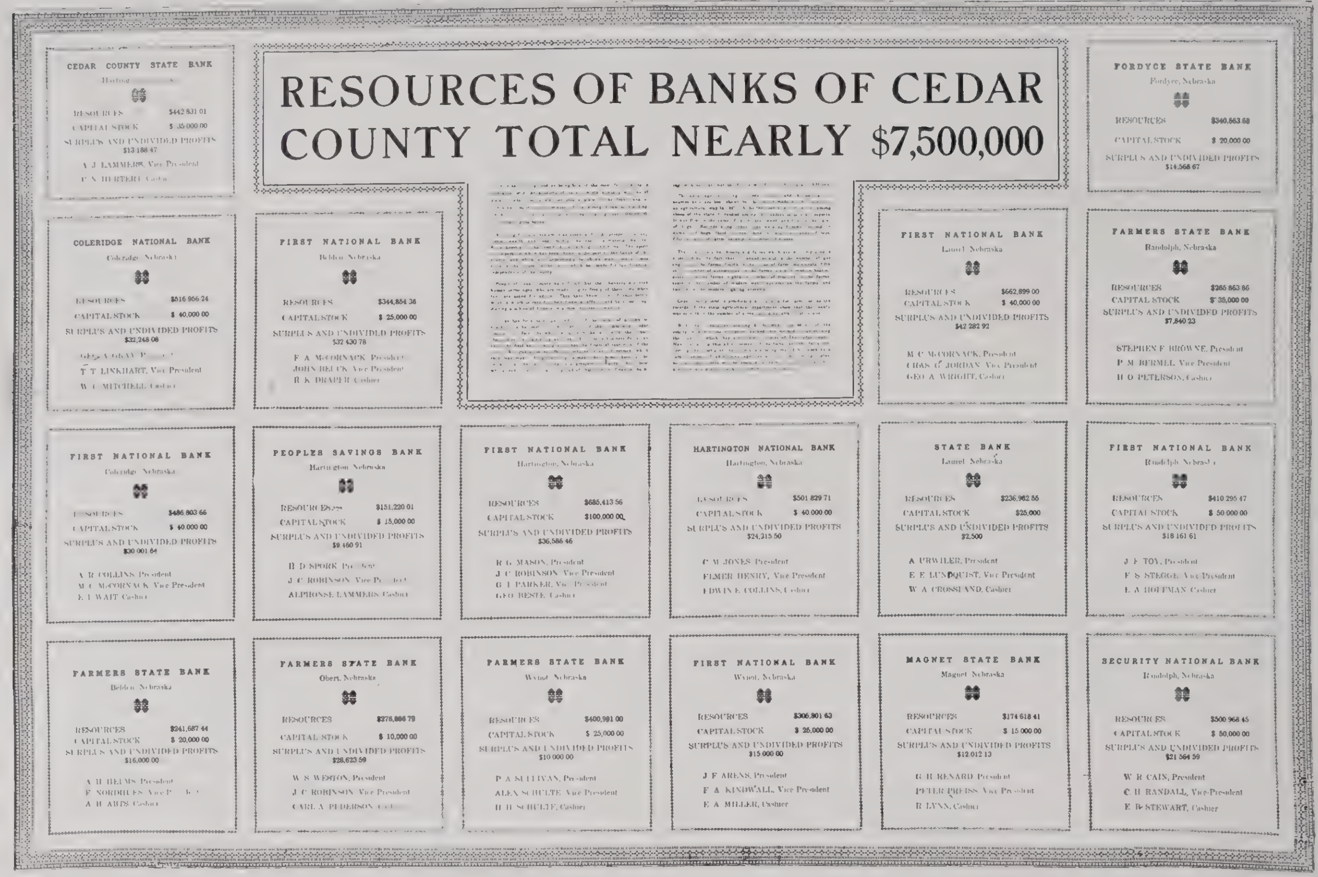
Bleached Refined Groundwood Pulp has replaced other filling materials in Kimberly-Clark Company's papers. To a greater degree than any other material used for the purpose, it has the two qualities requisite for a fine printing paper: great opacity and extreme fineness. The opaque quality of Bleached Refined Groundwood is inherent in the wood and is not removed in the process of manufacture, as is the case with most other fillers.

The fineness and softness of this pulp, as made in the Kimberly-Clark mills by the highly developed refining process, produces the extremely smooth printing surface of the finished sheet.

High speed halftone paper

HYLO ENGLISH FINISH

A Bunch of Agate Figures Plus an Idea Made a Double-Truck of Pay-ful Ads



RESOURCES OF BANKS OF CEDAR COUNTY TOTAL NEARLY $7,500,000

CEDAR COUNTY STATE BANK
Harting[illegible]
RESOURCES $442 831 01
CAPITAL STOCK $ 35,000 00
SURPLUS AND UNDIVIDED PROFITS $13 188 47
A J LAMMERS, Vice President
F N HERTERT, Cashier

FORDYCE STATE BANK
Fordyce, Nebraska
RESOURCES $340,863.68
CAPITAL STOCK $ 20,000 00
SURPLUS AND UNDIVIDED PROFITS $14,568 67

COLERIDGE NATIONAL BANK
Coleridge Nebraska
RESOURCES $516 966 24
CAPITAL STOCK $ 40,000 00
SURPLUS AND UNDIVIDED PROFITS $32,248 08
GEO A GRAY, President
T T LINKHART, Vice President
W C MITCHELL, Cashier

FIRST NATIONAL BANK
Belden Nebraska
RESOURCES $344,854 36
CAPITAL STOCK $ 25,000 00
SURPLUS AND UNDIVIDED PROFITS $32 430 78
F A McCORNACK, President
JOHN BEUCK, Vice President
R K DRAPER, Cashier

FIRST NATIONAL BANK
Laurel Nebraska
RESOURCES $662,899 00
CAPITAL STOCK $ 40,000 00
SURPLUS AND UNDIVIDED PROFITS $42 282 92
M C McCORNACK, President
CHAS G JORDAN, Vice President
GEO A WRIGHT, Cashier

FARMERS STATE BANK
Randolph, Nebraska
RESOURCES $265 863 86
CAPITAL STOCK $ 35,000 00
SURPLUS AND UNDIVIDED PROFITS $7,840 23
STEPHEN F BROWNE, President
P M BERMEL, Vice President
H O PETERSON, Cashier

FIRST NATIONAL BANK
Coleridge Nebraska
RESOURCES $486 803 66
CAPITAL STOCK $ 40,000 00
SURPLUS AND UNDIVIDED PROFITS $30 001 64
A R COLLINS, President
M C McCORNACK, Vice President
E I WAIT, Cashier

PEOPLES SAVINGS BANK
Hartington Nebraska
RESOURCES $151,220 01
CAPITAL STOCK $ 15,000 00
SURPLUS AND UNDIVIDED PROFITS $9 460 91
B D SPORK, President
J C ROBINSON, Vice President
ALPHONSE LAMMERS, Cashier

FIRST NATIONAL BANK
Hartington, Nebraska
RESOURCES $685,413 56
CAPITAL STOCK $100,000 00
SURPLUS AND UNDIVIDED PROFITS $36,586 46
R G MASON, President
J C ROBINSON, Vice President
G I PARKER, Vice President
GEO BESTE, Cashier

HARTINGTON NATIONAL BANK
Hartington, Nebraska
RESOURCES $501 829 71
CAPITAL STOCK $ 40,000 00
SURPLUS AND UNDIVIDED PROFITS $24,215 50
C M JONES, President
ELMER HENRY, Vice President
EDWIN E COLLINS, Cashier

STATE BANK
Laurel Nebraska
RESOURCES $236,962 56
CAPITAL STOCK $25,000
SURPLUS AND UNDIVIDED PROFITS $2,500
A URWILER, President
E E LUNDQUIST, Vice President
W A CROSSLAND, Cashier

FIRST NATIONAL BANK
Randolph Nebraska
RESOURCES $410 295 47
CAPITAL STOCK $ 50 000 00
SURPLUS AND UNDIVIDED PROFITS $18 161 61
J F TOY, President
F S STEGGE, Vice President
E A HOFFMAN, Cashier

FARMERS STATE BANK
Belden Nebraska
RESOURCES $241,687 44
CAPITAL STOCK $ 20,000 00
SURPLUS AND UNDIVIDED PROFITS $16,000 00
A H HELMS, President
F NORDHUES, Vice President
A H ABTS, Cashier

FARMERS STATE BANK
Obert, Nebraska
RESOURCES $276,866 79
CAPITAL STOCK $ 10,000 00
SURPLUS AND UNDIVIDED PROFITS $28,623 59
W S WESTON, President
J C ROBINSON, Vice President
CARL A PEDERSON, Cashier

FARMERS STATE BANK
Wynot Nebraska
RESOURCES $400,991 00
CAPITAL STOCK $ 25,000 00
SURPLUS AND UNDIVIDED PROFITS $10 000 00
P A SULLIVAN, President
ALEX SCHULTE, Vice President
H H SCHULTE, Cashier

FIRST NATIONAL BANK
Wynot, Nebraska
RESOURCES $306,801 63
CAPITAL STOCK $ 26,000 00
SURPLUS AND UNDIVIDED PROFITS $15 000 00
J F ARENS, President
F A KINDWALL, Vice President
E A MILLER, Cashier

MAGNET STATE BANK
Magnet Nebraska
RESOURCES $174 618 41
CAPITAL STOCK $ 15 000 00
SURPLUS AND UNDIVIDED PROFITS $12 012 13
G H RENARD, President
PETER PREISS, Vice President
R LYNN, Cashier

SECURITY NATIONAL BANK
Randolph, Nebraska
RESOURCES $500 968 45
CAPITAL STOCK $ 50,000 00
SURPLUS AND UNDIVIDED PROFITS $21 564 59
W R CAIN, President
C H RANDALL, Vice-President
E B STEWART, Cashier

—Cut by Courtesy N. E. Bulletin

HOW J. P. O'FUREY, *Hartington* (NEB.) *News*, A WEEKLY, USED THE OCCASION OF A STATE AND NATIONAL CALL FOR BANK STATEMENTS TO THE ADVANTAGE OF THE PAPER, ITS ADVERTISING REVENUE AND THE SPLENDID FINANCIAL STANDING OF HIS COMMUNITY

◆

LOOKING THEM OVER:

GIVES EDITORIAL PAGE IMPORTANT POSITION—The Hemet (Cal.) *News* thinks the editorial page important enough to give it all of the back page. The page is exemplary in make-up, using 10 point type, 18 picas wide. Editorials are positive statements of the editor on definite questions. A few good home-made features add further strength to the page. The whole page is surrounded by a 12 point body parallel 1 point rule border.

HYPHENATED NAMES FOR NEWSPAPERS—F. A. R. VanMeter, publisher of the New Richmond (Wis.) *News and Republican Voice*, has dropped the last two "syllables", and is now the New Richmond *News*. Coincidently the semi-weekly editions have been resumed, after about 15 months of weekly publication, preceded by a long term of semi-weekly.

NORTH ATTLEBORO (Mass.) *Chronicle*—A storm cut off the electric power one day recently, and the afternoon daily seemed up a stump. Type was set in Pawtucket, and the forms rushed over to North Attleboro on a Ford truck which was then backed into the press room and turned the press for the 2,000 edition.

CANADIAN WEEKLY ISSUES EXTRA—The Drumheller (Alb.) *Mail* issued a four page extra when the body of a prominent citizen was found at the bottom of a river six months after his disappearance. The finder was a "mysterious stranger"—a professional "body-locator."

AUTO-GO-TO-CHURCH—Gordon Hamely, Waupun (Wis.) *News* has coined this word in a church attendance campaign in his weekly, and every issue contains numerous references to, and applications of the phrase.

SPELLING BEE BOOMS NEWSPAPER—The Vancouver (B. C.) *Sun*, H. F. Gates, circulation manager, printed a list of 1,500 "spelling words" in daily installments for three weeks. Every school in the city nominated champions for a final spell-down proposed by the *Sun*. A girl of 12 won, spelling 82 of a possible 100. There was a notable increase in circulation. The *Sun* gave a shield to the school attended by the winner, and each runner-up and the champion was presented with a medal.

A FINE TRIP—A delegation of Canadian newspaper proprietors and editors representing the weekly newspapers of the Dominion, will tour Great Britain, visit the Empire Exhibition, and spend a week in France and Belgium. It is expected the party will number about 150 including several women journalists. The arrangements are being made by a joint committee of the Empire Press Union and the Newspaper Society. The party will leave Canada in June and arrive back about the middle of July.

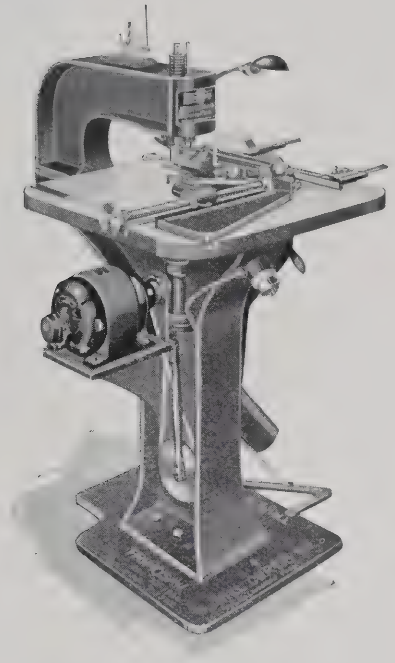
NEWSPAPER "RADIO APPLAUSE CARDS"—The cards used by the Sault Ste Marie (Mich.) *News* contain interesting cuts of local views. The form permits readers to mail the cards to broadcasting stations telling when they heard them, what numbers were best liked, and so on. Thousands of cards have been distributed by the *News*.

GETS BANKER TO HELP—The Shawano (Wis.) *Advocate* recently published articles about a $25 silver loving cup donated by a local banker, for the best seeding of alfalfa in the community in 1924. Publishers can easily induce merchants and others to set up similar prizes in any community, and in connection with any product which should be encouraged.

(CONTINUED ON PAGE 44)

SWEEPING THE COUNTRY

Do you know that the TRIMOSAW is so far and away superior to every and all other saw trimmers that it is replacing them everywhere?

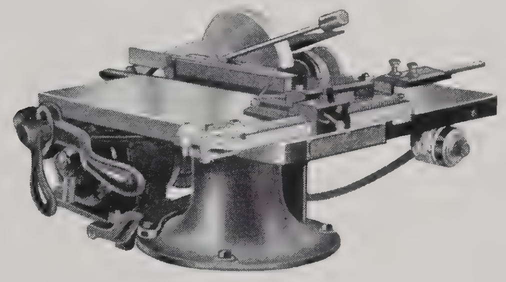


A-3 Model Trim O Saw

A-3 Model TRIMOSAW, complete with router, drill, and jig, (this machine can be supplied in our A-1 Model, i. e., without router and jig, and the latter added later, at price of $510.00), is the largest, heaviest, most efficient and accurate saw trimmer built. Every one of the many hundreds of the highest class printing plants in the country having one of these machines will tell you so. The table measures 28 inches by 28 inches.

Price, with more and better standard equipment than comes with any other machine, and all of it especially suited to the news and jobbing plant, is $775.00, F. O. B. Kalamazoo.

Ask for further details and then investigate, and you will be convinced.



Ben Franklin (Bench Model) Trim O Saw

Ben Franklin (Bench Model) TRIMOSAW. This is the newest and latest addition to the TRIMOSAW family. 200 of these have been allotted for sale at the low prices of $275.00 for the Floor Model and $250.00 for the Bench Model as shown, including motor and all standard equipment.

New circular just off the press describes this machine. It is somewhat lighter and smaller than the Junior, but compared to all competing saw trimmers is larger in table area, handier in every operating movement, and it carries the usual TRIMOSAW guarantee, which means that we will replace any part which is found defective within 5 years after purchase.

Our big problem on the Ben Franklin is to build enough to supply the demand. We have twice been compelled to withdraw it from the market. This may be your last opportunity to secure one at the introductory price.

Here are shown only 2 of our 5 different models. No combination newspaper and jobbing shop can possibly be as efficient or make as much money without our A-3 Model complete with router, drill, and jig, as with it, regardless of what other Sawtrimmer, router, drill, and jig equipment it may have.

Perhaps you feel the above are strong statements and that they are made by Hill-Curtis. The facts are that they are neither made by us nor do they go as far as those made by TRIMOSAW users whose letters we will gladly send you on request.

Use the coupon below and put yourself in line to modernize your plant, materially increase its efficiency, take a considerable load of detail off your own or your right hand man's shoulders, make more actual money in your shop, and have more time to do that one essential thing, which is to secure more business and to then take better care of it.

"QUICK AS A WINK" saw raising and lowering feature, which means that you raise the saw only and not the whole table, is built into every TRIMOSAW. Not necessary to remove circular saw to use router, drill, or jig.

HILL-CURTIS CO.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

Exclusive Agents for Canada and Newfoundland
TORONTO TYPE FOUNDRY CO., LIMITED
Toronto, Montreal, Winnipeg, Regina
2385 - 5th Ave., W., Vancouver

Hill-Curtis Chicago Store
641 South Dearborn Street
Chicago, Illinois

Rep. Southeastern States
Dodson Printers Supply Co.
Atlanta, Georgia

HILL-CURTIS CO.,
Kalamazoo, Mich.

Please send without any obligation on our part full data regarding TRIMOSAW Model or Models checked.

A-3 ( ); A-1 ( ); Junior ( ); Ben Franklin Floor ( ); Ben Franklin Bench ( ).

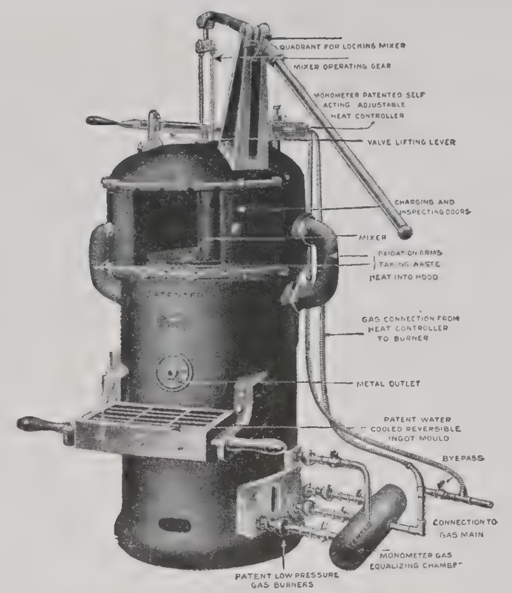
We operate a newspaper plant only ( ).
We operate a newspaper and job printing business ( ).

We have .... Typesetting Machines and .... Cylinder Presses.

Name ....

By ....(Title) ....

City ....(State) ....


QUADRANT FOR LOCKING MIXER
MIXER OPERATING GEAR
MONOMETER PATENTED SELF ACTING ADJUSTABLE HEAT CONTROLLER
VALVE LIFTING LEVER
CHARGING AND INSPECTING DOORS
MIXER
OXIDATION ARMS TAKING WASTE HEAT INTO HOOD
GAS CONNECTION FROM HEAT CONTROLLER TO BURNER
METAL OUTLET
PATENT WATER COOLED REVERSIBLE INGOT MOULD
BYEPASS
CONNECTION TO GAS MAIN
MONOMETER GAS EQUALIZING CHAMBER
PATENT LOW PRESSURE GAS BURNERS

The Monarch Monometor

Melting Furnace
For Printing and Newspaper Plants

No Dross No Fumes No Trouble
When You Use This Melting Furnace

Scrap metal dealers will not buy dross from the Monarch "Monometor" for such dross contains practically no metal. The special ANTI-OXIDATION System encloses the surface of the metal in a non-oxidizing atmosphere at all times.

The Monarch "Monometor" never burns the metal. The Automatic Heat Controller positively prevents overheating of the metal, further reducing any possibility of oxidization and at the same time SAVING GAS. This saving in gas consumption alone will pay for the furnace.

There are no fumes present with the Monarch "Monometor" — another very valuable feature. Fumes are injurious to workers and slow up production in your plant.

The "Monometor" is trouble proof and requires a minimum of attention and assures, at all times, perfectly sound type and stereo metal.

The "Monometor" is made in the following sizes: 500 lbs., 1000 lbs., 2000 lbs., 4000 lbs. and 6000 lbs. Built for all regular molds. Built with swivel spout. Built with molds mounted on carriage.

Additional information will be promptly furnished on request.

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

LOOKING THEM OVER:

J. M. HIBBARD, Publisher Stoughton (Wis.) *Courier-Hub*—Ran a two-column by 10, heavy-bordered "Obituary," headed, *"The WEEKLY Courier-Hub is Dead"* He goes on to say that, "with this issue we bid adieu to the faithful sheet which we have piloted safely through its ups and downs for the past thirty years. The WEEKLY did not die a natural death, or of neglect but was murdered by a slow process of the DAILY *Courier-Hub,* which literally ate the delicate thing up. To all subscribers who have paid for the Weekly, their names will be transferred to the Daily list, and they will receive the Daily for the unexpired time, and we trust that at the expiration of their subscription they will be so well pleased with the change that they will henceforth be with the Daily *Courier-Hub."*

ACCORDING TO THE MILWAUKEE (N. D.) *Globe* an editor once kept track of his profits and losses during the year and gave an invoice of his business diary at the end of twelve months of ups and downs, in the following manner:

Been broke 361 times.
Praised the public 89 times.
Told lies 720 times.
Missed prayer meeting 52 times.
Been roasted 431 times.
Roasted others 52 times.
Washed office towel 3 times.
Mistaken for preacher 11 times.
Mistaken for capitalist 0 times.
Got whipped 8 times.
Whipped others 0 times.
Cash on hand at beginning $1.47.
Cash on hand at ending 15c.

—*The Linographic.*

PAPER MORE VALUABLE THAN BANK—The Presho (S. D.) *Lyman County Herald,* says the Draper *Tribune,* passed into the hands of the state bank examiner who took over the Sedgwick Bank at Presho, which in turn held a chattel mortgage against the paper. The state found it couldn't wind up a newspaper as easily as a bank, and therefore put in help to keep the plant running; and, adds the *Tribune,* "unless the state is willing to sell out at any price a man with cash is willing to pay, the commonwealth of South Dakota may be engaged in the printing business at Presho for some time to come."

SUPPORTS CAMPAIGN FOR PAGEANT—The annual Ramona Pageant, promoted by Hemet, Cal. to preserve the memory of Helen Hunt Jackson, author, and to represent the town's continual interest in her story which had Hemet for its setting, deserves a great deal of its success to the co-operation of the Hemet *News,* a weekly. This year, issues for two months preceding contained news matter and feature stories on preparations for the pageant and large ads purchased by the pageant committee.

DOGS AND EDITORIALS—On snap judgment, one might say that a solid two-column editorial on the so-called "rights" of dogs is making a mountain out of a molehill. But such an editorial was recently published by the Walpole (Mass.) *Times.* The purpose was to show that dogs which encroach upon the rights and privileges of a citizen are offensive and their masters culpable. The editorial was a hot reply to a communication of a "dog-lover," and remarkably interesting.

WISCONSIN PRESS ASSOCIATION—1924 annual tour starts in Milwaukee, August 23, following the International Craftsmen's convention and exposition in that city, and will stop at Burlington, home of Secretary Zimmermann; Elkhorn, Fort Atkinson, the home of the W. D. Hoard family of printers and publishers; Janesville, Williams Bay and Yerkes Observatory, Lake Geneva and other places.

NEWSPAPERS AND THE A. B. C.—The Inland Daily Press Association has appointed a *Committee on A. B. C. Matters* to which members may bring suggestions, complaints, etc., on this subject. At a "round table" of the Inlanders and Stanley Clague of the A. B. C. at the May meeting in Chicago, problems of common interest came up.

READER-WRITER CONTEST—Ed Ingram, Kingfisher (Okla.) *Free Press,* conducted a successful contest among readers for the best stories of true, thrilling experiences, the winning stories being published in the paper.

MANY CAN USE THIS—J. P. O'Furey, Hartington (Neb.) *Cedar County News,* runs a front-page feature headed "Exclusive", calling attention of readers in a friendly way to exclusive news published in the paper the previous week.

(CONTINUED ON PAGE 46)

PUBLISHER

Opportunity Knocks!

for

IMMEDIATE

Delivery—

(Also for very early delivery—or delivery up to within one year from now)

FACTORY REBUILT HOE AND GOSS

NEWSPAPER PRESSES

All sizes from sixteen pages to and including octuple capacity.

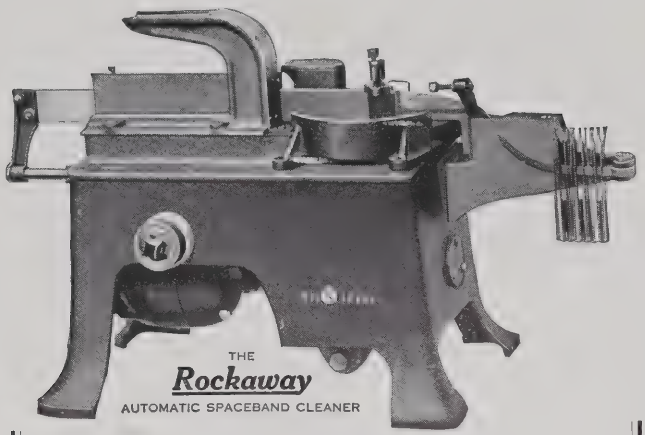
Attractive Prices and Terms

Now is the time to get in touch with us if you need a press immediately or will need one any time within the coming twelve months, and wish to *save money.* We are pricing these presses for quick sale—cash or very reasonable terms, as you prefer.

Wire collect—prompt action advised

GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET, CHICAGO



EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

The Rockaway

Space Band Cleaner Does The Work in Half The Time

The old way of cleaning space bands by hand is now obsolete. The Rockaway does it in less than half the time, and does it with uniform thoroughness, applying graphite in just the right quantity. No guess work about it. Prevents metal from accumulating at casting point.

Space Bands Should Be Cleaned At Least Twice Daily

They should be but they aren't always cleaned twice a day because it's a dirty, monotonous job. With the Rockaway, cleaning them at the rate of thirty a minute, any boy can quickly do the job.

The Rockaway

is 24 inches long, 15 inches wide and 12 inches high — weighs only 73 pounds and can be attached to any light socket. Made for either direct or alternating current and for any voltage. The most skeptical mechanics are quickly convinced of its value. Pays for itself in less than a year and adds a valuable hour to your productive time. Descriptive folder and prices sent on request.

Efficiency and Durability
Positively Guaranteed

The Rockaway Co.
3508 Grand Ave.,
Milwaukee, Wisconsin

LOOKING THEM OVER:

THE LADDER OF PRINTING-JOURNALISM—*Christian Science Monitor*, Boston:" * * * It is interesting to speculate upon the part which substitution of the typesetting machine for the old-fashioned hand compositor in newspaper offices is playing in the replacement of the graduate of the printer's case, by the college trained man in the editorial rooms. For the old-time printer who brought to his art a measure of literary training, or at least of *journalistic intelligence,* as well as the technical knowledge of typesetting, is rapidly disappearing. The compositor who could, and did, set up an article out of his own head, without copy, when there was a "hole in the paper" needing to be filled in a hurry, has vanished. * * * So more and more as the composing room has ceased to be an antechamber to the editorial room, the college of journalism has taken its place. Is the change making for a more forceful, responsible and vigorous type of journalism? Only time can answer that question. * * * If there be any calling which it should be the study of its practitioners to elevate to the standing of a true profession, and to surround with the protection of a guiding code of ethics, it is this calling of the journalist."

NOVEL CLASSIFIED AD BOOSTER—The Milwaukee (Wis.) *Journal* recently offered $500 cash awards for ideas to improve classified ads. This paper carries a very large volume of classified business. Each day in a large display it published a coupon including one successful and one unsuccessful ad which had actually appeared in its columns, and readers were asked to analyze them. The coupon then said: "Next turn to the classified section today and find the (Naming department corresponding to the ads used in coupon, such as "Residences For Sale") and make an analysis or comparison as you did on Ads 1 and 2 in the coupon. Write out your solution in 100 words or less, explaining *what can be done to make the ads which do not interest you, more interesting."* Weekly cash prizes were given.

THE DOPE SHEET, *J. K. Groom, Northern Illinois Group*—There never was a time when business, particularly big business, needed more than now to use sound judgment in placing advertising and selecting media. The story that national advertising is "Not to Sell Goods" is all tommyrot. Advertising should sell goods. It will neither create good will nor extend markets if it does not sell. Newspaper advertising does. Properly selected newspapers will create a good will more surely and of a quality many times more valuable than any general publication. They will pay their way while doing it. They create good will right where it is needed most; that is, with the retail dealers in territory where distribution has been secured. They believe in their local newspapers, they use them themselves. "The manufacturer who helps the retailer most, helps himself most."

MORE MOTOR R. F. D. SERVICE!—The Postmaster General's annual report recommends more extensive use of motor service on the 44,439 rural mail routes over the country. A law of June 1918 prohibits the use of motor equipment unless a certain percentage of the clientile petition for it in writing and with a lot of red tape. The "theory" was that horse-drawn vehicles are more "dependable"! Of course, it's a question of dependable *roads.* Motorized equipment would cut down the total number of routes, and *cut down the number of political appointments.* The first of this year only 857 of 44,439 routes had motor service! Mr. New wants motorized routes for all not less than 36 or more than 75 miles, such carriers to furnish their own, salary $1,160 to $2,600 a year.

ABOUT FREE WRITE-UPS—The Brookline (Mass.) *Chronicle,* which recently celebrated its fiftieth anniversary with a 48-page, magazine stock edition, quoted the following excerpt from the Boston *Current Affairs*: "When local organizations run a dance, or a profit-making entertainment, he (the editor) is expected to whoop it up in valuable advertising space by printing stories about it, arouse public sentiment, get the people interested. *If it is a success, the publicity committee of the club gets the credit. If it is a failure, the publisher is blamed.* And for all his trouble, sometimes he gets a free ticket."

FRIEND IN NEED DEPARTMENT—Sally Joy Brown, editor of such a department for the Chicago (Ill.) *Tribune*: "Thousands of people are in trouble. If left alone to swim, they may sink. The expected arrival of a baby may be a last straw. Aid for them is not hard to get. Most families have clothing, etc., they will never use again. They like to have specific cases where such articles will do good."

(CONTINUED ON PAGE 48)

Johnsonized

Johnsonized Machinery for Printer, Binder, Typesetter and Stereotyper, has been offered to the trade for going on thirty years. It is the trade name for remanufactured products, better grades of printing machinery being rebuilt in a modern, specially equipped machine shop. All machines are completely taken apart. Serviceable parts then are used in the remanufacturing process, worn or obsolete parts being replaced with new. The machinery is completely reassembled and tested. When the mechanical condition of the machinery is found to be right, then it is refinished, painted, enameled, varnished, bright parts polished and wood work renewed, so that when it is erected again in the customer's office it becomes a source of pride to its owner, not only from its mechanical operation but also from its pleasing appearance. The product is right. The guarantee is a real one, and the service is very much worth while.

From The Palmer, (Iowa) Press. April 11th, 1924

"I feel that I have received a real bargain in the Johnsonized Cylinder Press. It was in better shape than I had expected. Your salesman did not misrepresent the press in any way and your machinist took care of the installation properly and the press is running fine."

From The Comstock, (Nebr.) News. April 30th, 1924

"Your machinist has completed the installation of the Johnsonized Cylinder Press to my entire satisfaction. I want to thank you for the prompt delivery and for the pleasant manner in which you have handled the deal throughout."

From The Sweet Grass Pub. Co., Big Timber, Mont. May 2nd, 1924

"Your machinist has completed the installation of the Johnsonized Cylinder Press. We are certainly very well pleased with the machine. It looks and runs like a new one. It has been a joy to watch the thoroughness of the installation in our office. Your machinist insisted upon having every thing absolutely right before he left. We will certainly be boosters for Johnsonized products in the future."

From The Bulletin Journal. Independence, Iowa. May 16th, 1924

"We thought you would be interested in seeing what the Johnsonized Cottrell Press that you installed in our office in 1922, is doing, so we are enclosing some two-color work printed on it. The press was run at 1450 per hour and you will notice that the register throughout is most excellent. We are more than pleased with the press and are running fourteen and sixteen pages home print each week. Business with us has been very gratifying."

From The Free Press. Corning, Iowa. May 18th, 1924

"Your machinist pressman did a first class job and certainly pleased us. We appreciate the services and excellent workmen sent out by your firm."

C. I. Johnson Manufacturing Company

Johnsonized Machinery for the Printer, Binder and Typesetter.
Furnishers of Complete Outfits for Printing Offices.

Agents for:

Chandler and Price
Challenge Products
Morrison Perfection Wire Stitchers
Vandercock Proof Presses

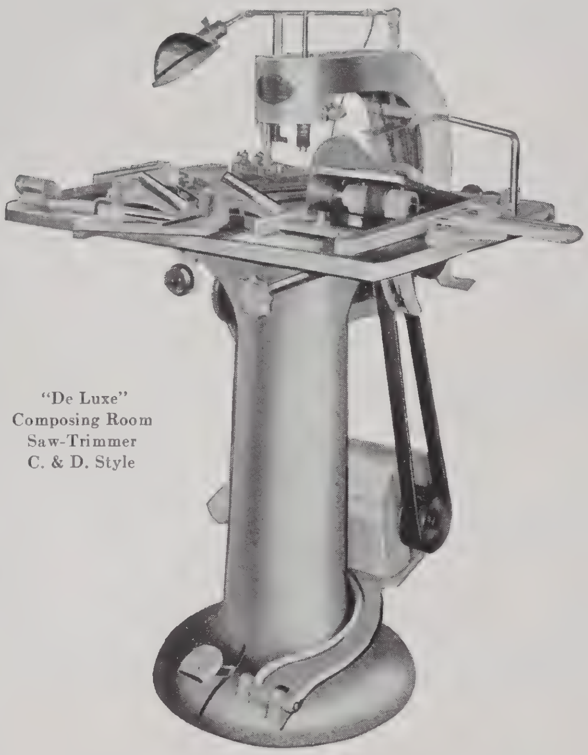
Typaddressers
Babcock Products
Hamilton Wood and Steel Composing Room Equipment
Benches and Liberty Folders

St. Paul, Minnesota

"De Luxe" Efficiency

for the Large Plant Leaves Nothing to be Desired

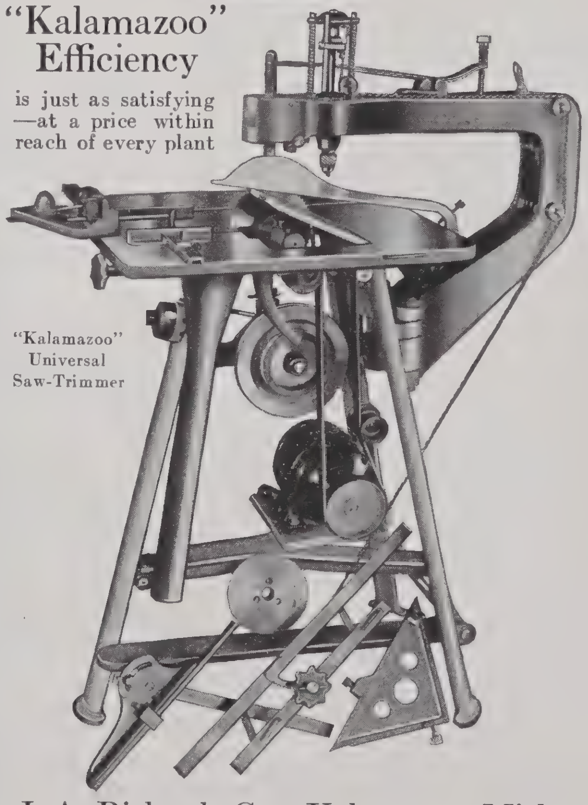
Speed — Capacity — Adjustibility — Mechanical Perfection for every Requirement — none equal it.



"De Luxe"
Composing Room
Saw-Trimmer
C. & D. Style

"Kalamazoo" Efficiency

is just as satisfying —at a price within reach of every plant



"Kalamazoo"
Universal
Saw-Trimmer

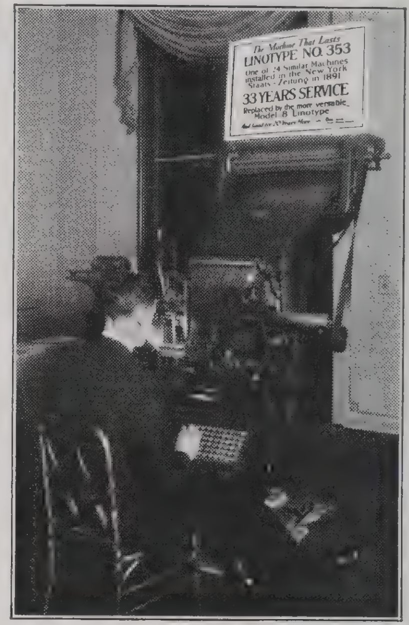
J. A. Richards Co., Kalamazoo, Mich.

Pioneer Printers' Saw Builders

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

LOOKING THEM OVER:

TWO YEARS, AND ANOTHER NEW PLANT—The Sheboygan (Wis.) *Press Telegram* is erecting a new, fine newspaper and job home on Centre avenue, two stories 100 x 110 feet. Two years ago the paper moved into larger quarters. The first floor will be for the paper and the second for the job office. A Duplex rotary will run 30,000 an hour. C. E. Broughton, publisher, is running 16 pagers, loaded with ads.


The Machine That Lasts
LINOTYPE NO. 353
One of 24 Similar Machines installed in the New York Staats-Zeitung in 1891
33 YEARS SERVICE
Replaced by the more versatile Model 8 Linotype

GOOD OLD BOY!—Have you ever wanted to go up and pat a *machine* on the back and *say* something to it? Just a token of appreciation for long, steady, unflinching and uncomplaining service? At the recent A. N. P. A. exhibit in New York was an old square-base Linotype that had been producing steadily for the New York *Staatz-Zeitung* for the past 33 years. It was one of twenty-four installed at that time, all of which have given a like degree of service for the same period. They have pounded out news of eight national administrations—Harrison, Cleveland, McKinley, Roosevelt, Taft, Wilson, Harding and Coolidge. Indeed these machines individually totalled 66 years of service, having always done two shifts, except perhaps on Sundays. W. E. Bertram, then as now machinist in the plant, insists that the machines are good for 20 years more.

NEWSPAPER'S OBLIGATION; *W. R. Ronald, Mitchell (S. D.) Republican* (To Inland Daily Press)—Exact statement of a problem must precede solution. The time is coming when *every* business, from such standpoint as interest to the Federal Trade Commission, etc., will be judged by its costs. The newspaper has just as big obligations to justify business on costs, and proper tie-up of space and rates for individual advertisers. The community has a right to get service on the basis of costs. A paper sells service; a merchant sells goods and commodities. Merchants do not fight with others they buy from. The local newspaper is a local public utility. The publisher shouldn't be expected to gamble.

ANNIVERSARIES

Lockesburg (Ark.) Tribune—45th.
Cedarville (Calif.) Surprise Valley Record—32nd.
Monticello (Ga.) News—43rd.
Soda Springs (Idaho) Chieftain—25th.
Kendall (Ill.) County Record—60th.
Nauvoo (Ill.) Rustler—34th.
Lafontaine (Ind.) Herald—29th.
Columbus Junction (Ia.) Gazette—37th.
Onawa (Ia.) Sentinel—40th.
Fredonia (Kans.) Wilson County Citizen—54th.
Severance (Kans.) News—34th.
Brookline (Mass.) Chronicle—50th.
Henderson (Minn.) Independent—51st.
North Branch (Minn.) Review—33rd.
St. Paul (Minn.) Pioneer Press—75th.
White Bear (Minn.) Press—28th.
Holt (Mo.) County Sentinel—60th.
McCook (Neb.) Tribune—42nd.
Hilton (N. Y.) Enterprise—27th.
Clinton (Okla.) Chronicle—25th.
Granite (Okla.) Enterprise—25th.
Yankton (S. D.) Press and Dakotan—50th.
Austin (Tex.) Statesman—50th.
Galveston (Tex.) News—82nd.
Manchester (Vt.) Journal—64th.
Brunswick (Va.) Times-Gazette—33rd.
Auburn (Wash.) Globe-Republican—35th.
Elma (Wash.) Chronicle—36th.
Monroe (Wash.) Monitor—26th.
Menomonie (Wis.) Dunn County News—65th.
Merrilan (Wis.) Wisconsin Leader—48th.

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

Dailies in smaller cities also swear by the Rouse Rotary Miterer. Ask the Decatur, Ill. Herald or the Huntington, W. Va. Advertiser.

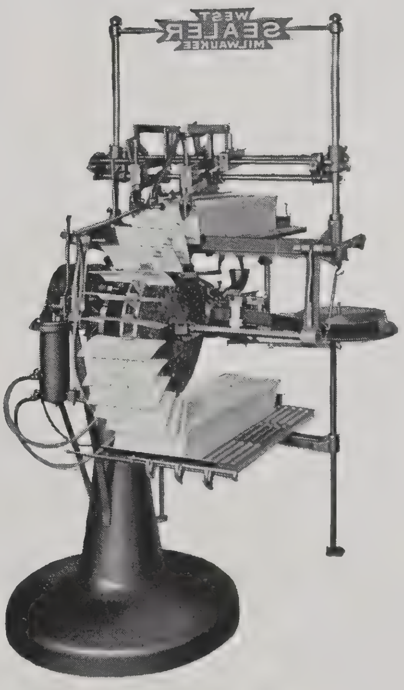
In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

Order one
on approval—
You will wonder
how you got along
without it.

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

SPEED UP!
SAVE TIME!
SAVE MONEY!

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924



Model "E" West
Automatic Sealer

The West Sealer

Automatically Feeds and Seals
5500 Broadsides per Hour

Write for Free Trial Offer and Samples of Work

Dealers Write

West Manufacturing Co., 137 Second St., Milwaukee

Instantly Available on the Ludlow

from 6 to 60 point without machine changes

One Word To
6 pt. 1-B

The Wise Is
8 pt. 1-B

Sufficient It Is
10 pt. 1-B

That Printers
12 pt. 1-B

Desiring Less
14 pt. 1-B

Effort Have
18 pt. 1-B

Found the
24 pt. 1-B

Ludlow is
30 pt. 1-B

Means to
36 pt. 1-B

Produce
42 pt. 1-B

Printing
48 pt. 1-B

MUCH
60 pt. 1-B

WHETHER you print on rough paper or on the finest coated stock, you should investigate the advantages of the Ludlow System for producing type in slug lines.

The Caslon Bold Series shown here exemplifies the wide range of sizes and the high quality of all Ludlow slug composition.

The Ludlow does not require an expert. The printer simply sets matrices and casts the slugs. He then returns the matrices to the case and the slugs are used for printing. The Ludlow System indefinitely supplies you with an abundance of new slug-line type that is always clear-cut and clean. From one setting of matrices any number of lines may be cast. This simplifies setting of duplicate forms and frequently cuts presswork costs.

Ludlow Quality Composition supplies you with an unlimited quantity of fresh, new type as you need it. Never are you forced to waste time in searching for sorts.

Ludlow Typograph Co.
2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

New York
World Bldg.

LUDLOW QUALITY COMPOSITION

Association Briefs

PRINTER-JOURNALIST DATES

June

American Association of Agricultural College Editors, Brookings, S. D.
Alabama Press Association, 12-14, Florence.
Canadian Weekly Newspapers Association, Toronto, 5-7.
Association of Newspaper Advertising Executives and Association of Newspaper Classified Advertising Managers' Association, 9-12, Columbus, O.
Texas Press Association, 17-19, Amarillo, Texas.
National Assn. of Employing Lithographers, 3-5, Del Monte, Calif.
International Circulation Managers' Association, 3-6, Louisville, Ky.
American Photo Engravers Assn., Cincinnati, O., 26, 27, 28.
Canadian Daily Newspaper Assn., Vancouver, 5-6.
New Jersey Press Assn., South Mountain Manor, Wernersville, Pa., 20-23.
North Carolina Press Assn., Morehead City, 12-13.

July

Southern Newspaper Publishers' Association, July 3, 4 and 5, Grove Park Inn, Asheville, N. C.
Colorado Editorial Association, 18-19, Boulder, Colo.
Associated Advertising Clubs of the World, 14-19, London.
Utah Press Association, 5-7, Panguitch.
South Carolina Press Association, Myrtle Beach, 9, 10, 11.

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.
North Dakota Press Association, 8-9, Grand Forks.

October

United Typothetae of America, 15-18, Chicago.
Texas Circulation Managers' Association, Dallas.
International Direct Mail Advertising Association, 29-31, Pittsburgh.
International Trade Composition Association, 13-14, Chicago.

ASSOCIATION NOTES; CHANGES, ETC.

Nebraska Press Association—Engaged Miss M. M. Hansen as manager new members' advertising promotion department.

United Typothetae of America—John G. Wallace and Martin Heir resigned.

U. T. A.—Announces the 1924 summer school of Printing, Indianapolis, June 23-Aug. 1.

U. T. A., Dept. of Education, Chicago and Indianapolis—Has issued Group 2, Book Composition, in the Standard Apprenticeship Lessons for Printers. It covers all features of book composition, tools, materials, legal briefs, etc.

Wisconsin Press Association—Plans state newspaper exhibit at Wisconsin State Fair, Milwaukee, and will publish "Wisconsin Press."

ASSOCIATION ELECTIONS

SOUTHEASTERN MASTER PRINTERS' FEDERATION—President: D. B. G. Rose, Standard Printing Company, Louisville, Ky.; vice-president, H. F. Ambrose, Ambrose Printing Company, Nashville, Tenn.; state vice-presidents: Alabama—W. L. Trice, Birmingham Printing Company, Birmingham, Ala.; Arkansas—H. G. Mitchell, Democrat Printing & Lithographing Company, Little Rock; Florida—H. B. Garrett, The Drew Press, Jacksonville; George—Platt Young, The Publishers' Press, Atlanta; North Carolina—H. H. Murrill, Queen City Printing Company, Charlotte; Louisiana—George Upton, E. S. Upton Printing Company, New Orleans; Mississippi—R. M. Hederman, Hederman Bros., Jackson; South Carolina—Charles Mueller, States Company, Columbia; Kentucky—Morris Davidson, Courier-Journal Job Printing Company, Louisville; Texas—Frank C. Clemens, The Cargill Company, Houston.

AMERICAN PAPER & PULP ASSN.—Henry W. Stokes, York Haven Paper Company, president; Norman W. Wilson, Hammermill Paper Company, Erie, Pa., vice-president; Alex Gilman, Allied Paper Mills, Kalamazoo, Mich., western vice-president. Executive committee: Philip Dalton, Byron, Weston Paper Company, Dalton, Mass.; Herman Elsas, Continental Bag and Paper Mills, New York; Frank J. Senzenbrenner, Kimberly-Clark Company, Neenah, Wis.; W. F. Brunner, Patterson Parchment Company, Passaic, N. J.; George W. Seaman, Seaman Paper Company, Chicago.

ASSOCIATED PRESS, New York, N. Y.—Frank B. Noyes, Washington Star, president; E. H. Butler, Buffalo News, first vice-president; C. P. J. Mooney, Memphis Commercial Appeal, second vice-president; counsellor, Melville E. Stone; secretary and general manager, Frederick Roy Martin, assistant secretary; J. R. Youatt, treasurer.

MISSOURI WRITERS' GUILD—President, Calvin Johnston, Kansas City; vice-president, James Earp, Kerrington, Kan.; second vice-president, Mrs. Myrtle Jameson Trachsel, St. Joseph; secretary-treasurer, Miss Laura Schmitz, Chillicothe.

KANSAS DAILY NEWSPAPERS' ADVERTISING ASSOCIATION—Marcus Morrow, Topeka Capital, president; Charles L. Nicholson, Hutchinson News, secretary-treasurer.

AMERICAN SOCIETY OF NEWSPAPER EDITORS—Casper S. Yost, president; George E. Miller, first vice-president; Edgar S. Piper, second vice-president; E. S. Beck, treasurer; E. C. Hopwood, secretary.

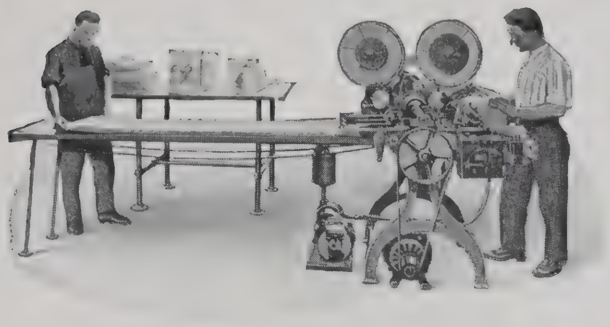
WESTERN NEW YORK PUBLISHERS ASSN.—President, T. H. Alvord, Livonia; vice-president, C. G. Clarke, Perry; secretary-treasurer, C. R. Clarke, Perry.

OKLAHOMA PRESS ASSOCIATION, Group 2—Ursel Finch, Cherokee, president; C. E. Herschberger, Medford Patriot-Star, vice-president; Leslie I. Ray, Laverne Leader-Tribune, secretary-treasurer.

MISSOURI VALLEY TYPOGRAPHICAL CONFERENCE—W. G. Waters, Des Moines, Ia., president; Charles Rhode, Chickasha, Okla., secretary-treasurer.

NATIONAL PAPER TRADE ASSN.—William F. McQuillan, Boston, president; vice-president in charge of fine paper division, A. M. Miller, Columbus, O.; vice-president in charge of wrapping paper division, J. A. Carpenter, Kansas City; treasurer, A. J. Corning.

A Pollard-Alling Automatic Machine In Operation



Capacity 1,000 to 12,000 publications per hour

WHETHER your needs require 3,000 addresses an hour or 30,000, there is a Pollard-Alling "Speed" machine which will address as perfectly as a typewriter and so economically you can't afford to use any other system.

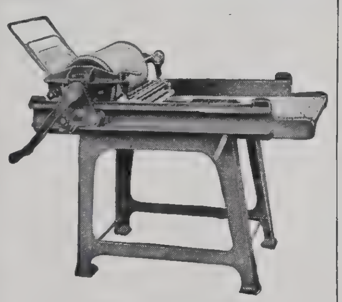
It is easy to make changes in list, to eliminate kills, etc.

The Pollard-Alling prints addresses on labels, wrappers, envelopes or publications with astonishing speed.

Write for particulars stating number of names on your list, type of mailing and speed requirements

Pollard-Alling Manufacturing Company

218-226 West 19th Street, New York City, N. Y.



Composing Room Cylinder

VANDERCOOK
Rigid Bed
Composing Room Presses

Built in Several Models and Sizes

Select those Best Suited to Your Needs

Roller Series Press

Their Merit Speaks for Them

VANDERCOOK PRESSES are the exponents of Precision.
Precision approaches Perfection.
Perfection Saves Time.
Saving of Time Reduces Cost of Production.
Reduced Cost of Production means Efficiency.
Efficiency Stimulates Business.
And Accuracy, the mother of Precision, develops the Mind of Artisan and Thinker.

VANDERCOOK & SONS have been established in their new factory about a year. They have been able to improve accuracy of construction and are building better machines than before being equipped with the most modern of tools.

ENGLAND RESPONDS TO PRECISION

That Great Britain is cordial to the right kind of American made machinery is evidenced by the recent installation of Vandercook Rigid Bed Composing Room Presses in the following offices:

		No. Presses
Kelly's Directories, Ltd.	Kingston	5
Kynoch Press	Birmingham	1
Hazell, Watson & Viney, Ltd.	London	2
Cornwall Press, Ltd.	London	6
Yorkshire Evening Argus	Bradford	1
Bemrose & Sons, Ltd.	Derby	2
Amalgamated Press, Ltd.	London	8
Vick, Ashworth & Co., Ltd.	Manchester	1
Express Composition Co.	London	2
W. S. Cowell, Ltd.	Ipswich	1
Campfield Press	St. Albans	1
Temple Press, Ltd.	London	2
Stanhope Press	Strood	1
W. Speaight & Sons	London	1
J. Haddon & Co.	London	1
Newcastle Daily Journal	Newcastle	1
Record Composition Co.	London	1
Richard Clay & Sons	Bungay	1
Liverpool Post	Liverpool	1
Victor Press, Ltd.	London	3

The above machines installed by Baker Sales Co., London.

VANDERCOOK & SONS, 1716-22 W. Austin Ave., CHICAGO, ILL.

Origintors of the Modern Proof Press

Represented by: American Steel Chase Co., New York; Independent Printers' Supply Co., San Francisco and Los Angeles; R. W. Hartnett Co., Philadelphia; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England; Alex. Cowan & Sons, Ltd., Australia and New Zealand.

Model No. 2
Pat. July 31 1923

Shipped Ready for Use

Correct Design
+ Economy in Manufacture
= Low Price

The price of a machine does not indicate usefulness. The most efficient are the simplest in design and more economical in manufacture. The

C&G TRIMMITER

was designed and invented by our Mr. Edward Cheshire, inventor of uniformly successful printing machinery, after a thorough study of saws then on the market. It is a step in evolution and has many new and exclusive features — all tending toward safety, more accurate work, and speed and facility of operation. **It is the lowest in price** and highest in utility.

Let us send you our new circular fully illustrating and describing our three models of Trimmiters.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

Newspapermen's Ad-Pad

They Buy Space; You Sell Space
Watch This Department

American Molasses Co., New York, N. Y.—Account placed with Albert Frank and Co., New York City.

American Tobacco Co., New York, N. Y.—Advertising account placed with Lennen & Mitchell, Inc., New York City.

Barrett Good Co., Philadelphia, Pa. (tents and outing supplies)—Account with Bloomingdale-Weiler Advertising Agency, Philadelphia.

Canada Steamship Lines, Ltd., Montreal, Can.—Advertising account placed with Vanderhoof & Co., Chicago.

Collins-Kirk, Inc., Chicago, Ill.—To handle accounts of Lackner, Butz & Co., (Investment securities) Hofherr Meat Co., (Meat products) American Scientific Laboratories (poultry serums).

Curtiss Candy Co., Chicago, Ill. (Baby Ruth candy)—Advertising account placed with Brandt Advertising Co., Chicago, Ill.

Marie Earle, Inc., New York, N. Y. (toilet requisites)—Account placed with N. W. Ayer & Son.

Easy Washing Machine Co., Ltd., Toronto, Can.—Advertising account placed with F. W. Hunt Advertising Service, Toronto, Can.

Evernu Rubber Heel Corp., New York, N. Y.—Advertising account placed with George Batten Co., Inc.

Gardiner-Mace Co., New York, N. Y.—New agency. Pres., Wm. Ray Gardiner; vice-pres., A. C. Mace, Jr.; secretary, John J. Corkery; treasurer, Chas. A. Bishop.

General Advertising Bureau, Tulsa, Okla.—New agency; capitalization $9000 by Edwin M. Rabon, Chas. W. Collins and L. M. Breed.

Getgey-Jung Mfg. Co., Cincinnati, O. (Stayprest Trouser Presser)—Advertising campaign handled by Gordon-Marx Co., Cincinnati, O.

Gillette Safety Razor Co., Canada, Lmtd., Montreal—Advertising account placed with National Publicity, Lmtd.

Glad Apron Co., Springfield, Mass., (aprons and house dresses)—Advertising account placed with Foote & Morgan, Inc., New York.

O. C. Hansen Mfg. Co., Milwaukee, Wis. (gloves)—Advertising account placed with Blackett, Sample & McFarland, Chicago, Ill.

Holly Mfg. Co., New York, N. Y.—Advertising account placed with N. W. Ayer & Son.

Irvine & Co., Chicago, Ill.—New advertising business by Victor A. Irvine.

Joliet Mfg. Co., Joliet, Ill. (farm machinery)—Advertising account placed with Frank B. White, Agricultural Advertisers' Service, Chicago.

Kardon Products Co., New York, N. Y. (Kardon radio construction units)—Advertising account placed with Butler-Klingenfeld Co., New York, N. Y.

Colin B. Kennedy Co., St. Louis, (radio receivers)—Ray D. Lillibridge, Inc., New York, N. Y., appointed advertising counsel.

Keystone Roofing Co., York, Pa. (Roofing materials)—Advertising account placed with Charles W. Hoyt Co., Inc., New York City.

Kidd & Co., Chicago, Ill. (candy, peanut butter and mustard)—Account placed with Behel & Harvey.

Kitchener Suspender Co., Ltd., Kitchener, Ont., Can. (garters, suspenders and iron bands)—James Fisher Co., Toronto, Can., to handle advertising campaign for Servall Garters.

Maltop, Inc., Buffalo, N. Y. ("Tody" beverage)—Handled by E. P. Remington Advertising Agency, Buffalo, N. Y.

Miller, Black & Lewis, Inc., New York, N. Y.—New advertising business. President, Geo. L. Miller; vice-president, Samuel M. Lewis; secretary-treasurer, William W. Black.

Mitchell-Lennen, Inc., New York, N. Y.—New advertising agency started by Philip Lennen, former vice-president Erwin-Wasey Co., Chicago.

Moss, Inc. (linens)—Perry Githens appointed advertising manager.

Multiple Electric Products Co., Newark, N. J. (Atlas loud speakers)—Advertising account placed with Butler-Klingenfeld Co., New York.

C. H. Musselman Vinegar Co., Biglersville, Pa.—Advertising account placed with Harwood-Cahall Co., Philadelphia, Pa.

Northwestern Oil Co., Superior, Wis.—Account placed with Shadbolt, Carnes & Nolte, Inc., Duluth, Minn.

O'Keefe's Beverages, Lmtd., Toronto, Can., and New York, N. Y.—Advertising account placed with Gardner Advertising Co., New York.

Federal Milk Corp., Detroit, Mich.—Advertising accounts placed with Campbell-Ewald Agency, Detroit, Mich.

Peck & Peck, New York. N. Y. (hosiery)—Advertising account placed with Lennen & Mitchell, Inc.

President Suspender Co., Shirley, Mass.—Advertising account placed with Boston office of J. Walter Thompson Co., Inc., New York, N. Y.

Roll-O Radio Corp., Cincinnati, O. (radio crystal sets and radio supplies)—Advertising account placed with Henry B. Flarsheim Co., Cincinnati, Ohio.

Rubberset Co., Newark, N. J. (shaving brushes)—Advertising account placed with Hanser Advertising Agency, Inc., New York.

Joseph Schmidt Advertising Co., Cincinnati, O.—New agency. Joseph Schmidt, president and treasurer.

L. E. Silva Co., Cincinnati, O.—New advertising business formed by Leroy F. Silva.

H. B. Smith Co., Westfield, Mass.—Advertising account placed with Springfield, Mass., office of Charles W. Hoyt Co., Inc., New York.

Star Shoe Co., New York, N. Y.—Account placed with Lawrence Fertig Co., New York City.

Stevens & Co., New York, N. Y.—Advertising account placed with F. J. Low Co., Inc., New York.

Thompson's Malted Food Co., Waukesha, Wis.—Advertising account handled by Brandt Advertising Agency, Chicago, Ill.

U. S. Knitting Mills, Inc., Reading, Pa.—Advertising account placed with Harold Finestone Advertising Agency.

Wachusett Shirt Co., Leominster, Mass.—Glaser & Marks, Inc., Boston, Mass., appointed agency.

Weberknit Hosiery Co., Philadelphia, Pa.—Account placed with Nat. L. Cohen, Agency, Philadelphia.

The constant and continued performance records of WESTVACO *Mill Brand Papers* on so many diversified classes of presswork warrant your making the papers shown in the *Reference Book* a standard for comparison

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel

Marquette Enamel

Sterling Enamel

Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint

Westvaco Ideal Litho.
Coated One Side

Westvaco Super

Westvaco M. F.

Westvaco Eggshell

Westvaco Text
White Gray India Tint Brown Blue Goldenrod

Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod

Origa Writing
White Canary

Westvaco Index Bristol
White Buff Blue Salmon

Westvaco Post Card
Cream

WEST VIRGINIA PULP & PAPER COMPANY · New York and Chicago

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

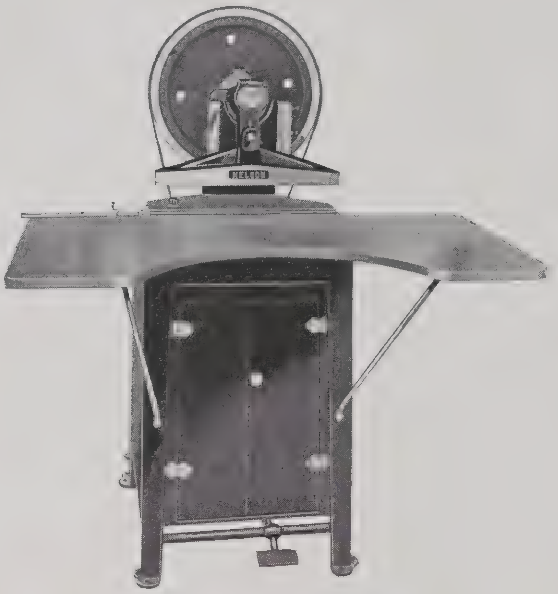
The Ideal Equipment for

Newspaper Job Offices

Nelson Heavy Duty Multipurpose Machines

are Particulary Effective for

Punching Perforating Die Cutting



A Partial List of Users Follows:

News Democrat,
Belleville, Ill.
Semi Weekly News,
Monroe, Mo.
Democrat Printing Co.,
Madison, Wis.
J. P. Smith Printing Co.,
Rochester, N. Y.
Albrecht Company,
Baltimore, Md.
G. J. Aigner Co.,
Chicago, Ill.
Pearson Printing Co.,
Washington, D. C.
Dodge Manufacturing Co.,
Mishawaka, Ind.
Lefebure Ledger Co.,
Cedar Rapids, Iowa
Richmond & Backus,
Detroit, Mich.
Devoe & Reynolds,
Chicago, Ill.
Blum Printing Co.,
Dayton, Ohio
Schwab Printing Co.,
Portland, Ore.
Kohn & Pollock,
Baltimore, Md.
Taylor Printing Co.,
Ocala, Florida
F. M. Strickland Prtg. Co.,
St. Louis, Mo.
Jobson Printing Co.,
Louisville, Ky.
Reserve Litho. & Ptg. Co.,
Cleveland, Ohio
Baker Paper Co.,
Oshkosh, Wis.
Davis Printing Co.,
Milton, Wis.
Frank Winfield,
Grand Junction, Colo.
Kistler Stationery Co.,
Denver, Colo.
New Method Book Bindery
Co., Jacksonville, Ill.
St. Louis Envelope Co.,
St. Louis, Mo.
Smith Grieves Co.,
Kansas City, Mo.
Casey Printing Co.,
Kansas City, Mo.
Strange Printing Co.,
Miami, Florida
Geo. E. Fox & Co.,
Chicago, Ill.
Whiting Plover Paper Co.,
Stevens Point, Wis.
Sovereign Press,
Toronto, Canada
The Born Printing Co.,
Philadelphia, Pa.
McInnis Brothers, Ltd.
Regina, Sask.
Schaeffer-Ross Company,
Rochester, N. Y.
Waldorf Paper Prod. Co.,
St. Paul, Minn.
Otterbein Press,
Dayton, Ohio
Wm. F. Murphy's Sons Co.,
Philadelphia, Pa.
Cantwell Printing Co.,
Madison, Wis.
Dual-Use Co.,
Knoxville, Tenn.
Spielman Label Co.,
Chicago, Ill.
Bradner-Smith Paper Co.,
Chicago, Ill.
Clark & Courts Co.,
Galveston, Tex.

Let us send you literature explaining the advantages of the most advanced types of punching, perforating and die cutting machines.

C.R.&W.A. NELSON, Inc.

227 N. Michigan Avenue, Chicago

"*NPJ*" Viziter : : June 1924

NEWS LETTERS, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers of "NPJ"* are welcomed.

STRAIGHT OVER THE PLATE—Solon (Ia.) *Economy*—"The woman who doesn't like this paper because it is no good and never gets anything right should tuck up her underskirt. It hangs down and looks sloppy. The editor of the *Economy* may not know how to run a newspaper right, but he knows how to put his clothes on so his underwear won't show."

Be a Live Wire and
You Won't Get Stepped On

A SAFETY CAN AND BRUSH COMBINED—Of unusual fascination and showing of practicability was a recent demonstration for an *"NPJ"* man of the "Savit Brush", (Self-Feeding Brush Co., 143 Federal street, Boston Mass.) The National Board of Fire Underwriters, through its Underwriters' Laboratories, has given the device an unqualified O. K., following complete fire hazard tests. The brush, fitting the hand, is designed for use in printing work, cleansing, vulcanizing, etc., with liquids that are of the so-called hazardous type, unless of course suitably protected. It is self-feeding, the liquid being released into the brush portion in proper quantities by slight pressure with the palm of the hand in which the brush is held. Leakage does not occur, and tests show less than three-fourths of the ordinary amount of liquid used in cleaning type, cuts, etc. The "Savit" was approved by the insurance people and nicely demonstrates points of "practicability, durability, suitability and workmanship" with benzine, gasoline, etc. The "Savit" can portion is of brass, including the "pump" or feeding device, which fully distributes the liquids into the bristle brush part. The device is not adapted for pouring but for brushing. The brush can be removed and replaced. It cleans readily.

Hour Glasses are Small in the Middle
To Show the Waste of Time

WE BEG YOUR PARDON!—In the statistical data contained in a criticism of the Waseca (Minn.) *Herald*, published in the April *"NPJ"*, the circulation figure of 1,530 was given. We are informed that the paper has a circulation of over 2,000. We guess you are too enterprising and progressive for the annual directories!

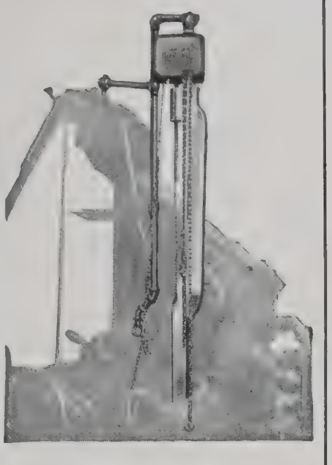
A Word to the Wise was Sufficient;
Now They Ask for a Surety Bond

CLEAR SPRING PAPER BOOK—*A beautiful example of printing*, issued by the West Virginia Pulp and Paper Co. Expressing the purpose of a cover to attract attention to its contents, the cover of this volume suggests a journey. With the reader now in a traveling frame of mind, the book opens up to an etching of a pure water spring (from which Clear Spring Paper derived its name as well as its incentive for existence), and moves along from page to page through the processes of paper making, electrotyping, engraving, printing and binding. It is a practical book, showing line and halftone engravings on the three finishes and in various weights of white and India Clear Spring Paper. It does not sacrifice in the least the artistic element for the commercial aspect. The entire book is developed in the spirit of the sixteenth century, with illuminated title page, lettering and ornament throughout to harmonize, and it finds opportunity to incorporate in its page design the best of the early printers' marks.

(CONTINUED ON PAGE 56)

"That's off my mind for at least ten years!"

—said the mechanical superintendent after MARGACH METAL FEEDERS were installed on every one of his composing and typecasting machines.



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

He could just as well have said "FOREVER" as we are reasonably certain that a MARGACH METAL FEEDER will last indefinitely.

One of the most important requirements to secure correct slugs is to keep the metal at a UNIFORM HEIGHT AND TEMPERATURE. The MARGACH METAL FEEDER does this and more.

Approximately 3,000 MARGACH METAL FEEDERS are now in operation throughout the world, and are giving a splendid account of themselves on Linotypes, Intertypes, Ludlows, Elrods and Monotypes. Installations in a number of the finest composing rooms in the country are our best recommendation.

We also manufacture molds, liners, first elevator jaws, etc., repair space bands and rebuild old molds that have worn down below "type high."

ERICKSON TABULAR MACHINE

Will earn its cost hundreds of times over where the class of composition requires down rules and cross rules. No special mats or molds are necessary. Every font or any combination of faces may be used.

Price $475.00 Complete

MONOTYPE MOLD OILER

Attached in one minute and incorporates advantages never before attained. Does not have to be removed when changing molds. Oil can be fed as desired through either tube and can be shut off when machine is idle. Sight feed cups are the last word in perfection.

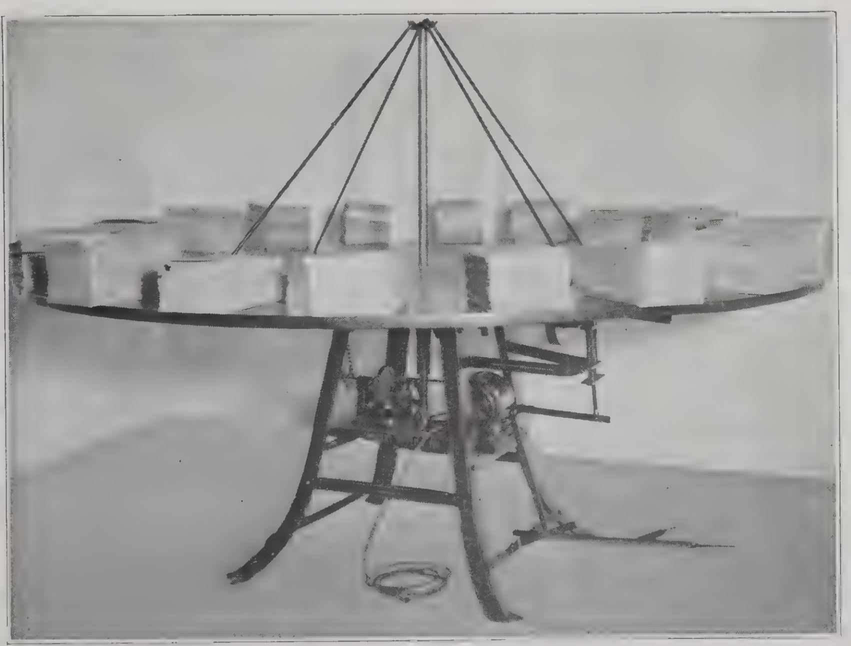
Price $10.00 Each

For Further Details and Information Write to

MARGACH MANUFACTURING COMPANY
213-215 CENTRE STREET NEW YORK, N. Y.

Efficiency Gathering Table

Variable Speed — Two to Six Revolutions Per Minute.



New Pattern Wider Base Legs and Brace Rods for Carrying Heavy Loads

Time and Labor Saving Device for Gathering Book Sections or Single Sheets

There are two standard sizes of table tops. The smaller is 42 inches in diameter, supplied with slip-in sections, extending the top to 5 feet in diameter.

The larger size, as illustrated, has a seven foot solid top. This is supplied with four brace rods suspended from the top of the driving shaft passing through the table top and angle iron support arms underneath table top, which enables table to carry over a half ton of paper if necessary.

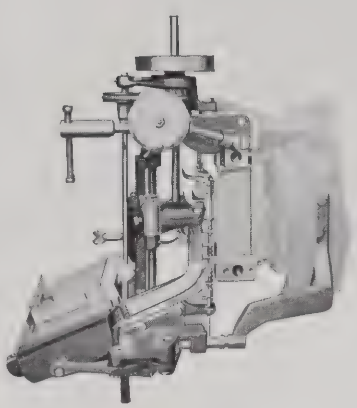
The Efficiency Gathering or Assembling Table has a round top driven by a motor, worm gear and a friction disk. Entire load carried on ball bearings. It can be run at variable speeds, from two to six revolutions per minute, according to the work in hand and the speed of the operators. The changing of speed takes but a few moments and requires only the shifting of the friction wheel on the friction disk. Strong and durable. Two hundred pound man can climb on table without fear of tipping.

No installation cost, as all power necessary is taken from your electric light circuit. Operators can either sit or stand at their work and accomplish more in a day with less fatigue.

THREE STYLES

Prices $225 to $285 F.O.B. Chicago

THE EFFICIENCY BINDERY TABLE COMPANY
GENERAL OFFICE — 12130 EGGLESTON AVENUE, CHICAGO



The
MOHR
LINO-SAW

Stops Costly
Linotype
and
Make-up
Leaks

Because

it combines—in one dial—the adjustment of the Linotype's Assembler and Vise Jaw and the saw, eliminating entirely the time consumed at the floor saw for cutting slugs to length.

Over 1500 Mohr Lino-Saws are now saving handsomely for their users, in all parts of the country.

Write us for full particulars

Mohr Lino-Saw Company
564-570 West Monroe Street
Chicago, Illinois

Don't "Pig" Metal

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

THE "*NPJ*" VIZITER

MACHINERY AND EQUIPMENT INTEREST PUBLISHERS—Among the exhibits and special representations at the American Newspaper Publishers' and the Associated Press Association's annuals in New York, were: Mergenthaler Linotype, Intertype, Linograph (which issued the first edition of a news-size house publication, entitled the Linographic; Ludlow Typograph Co., Lanston Monotype Co., F. Wesel Co., Printers' Manufacturing Co. (Monomelt), Vandercook Press, Wood Newspaper Machine Corporation, Goss Printing Press Co., Cline Electic Mfg. Co., Duplex Printing Press Co.

A. N. P. A. LINOTYPE EXHIBIT
A view of a Showing in the Waldorf-Astoria, New York City, For Large Gathering of Newspaper Publishers

SUCCESS: A Man Who Blundered And Cashed in On the Experience

PULITZER 1924 PRIZES—Gold Medal for most distinguished and meritorious public service, New York *World,* exposure of Florida peonage evil; $500, greatest editorial, Boston *Herald,* "Who Made Coolidge;" prize of $1,000 to the widow of Frank I. Cobb, late of the New York *World,* in recognition of "the distinction and influence of her husband's editorial writing and service;" Manager White, San Diego (Cal.) *Sun,* $1,000, best reporting; J. N. Darling, $500, cartoon; three $1,500 traveling scholarships, for European travel and study, to Marian L. Robinson, Orlando, Fla.; Herbert Brucker, East Orange, N. J., and Phelps Haviland Adams, New York City.

If You Have a Skeleton in the Closet —Well, That's the Place to Keep It

ROLAND T. PATTON, in *Canadian Printer & Publisher*: "None of us know too much and many of us too little about the different varieties of paper stock. I have held a series of paper identification contests (in connection with reprint jobs coming into his shop). There are eighteen of us in the shop, including stenographers, job and ad compositors, and pressmen. I don't think the front office had any enthusiasm for the competitions. I wish every stenographer to be a saleswoman * * * I asked that the name, color, weight, finish, etc., be written on the samples. Small prizes were awarded and the result posted on the office bulletin board."

Who Bosses Your Business? The Price Cutter in the Next Block?

COUNTRY PUBLISHER recently heard of a printer who made $600 last year by mailing direct advertising for business men. Of course his profits did not stop at the mailing alone, as it involved many orders for printing as well.

Sell Unto Others as You Would Have Them Sell Unto You

CUSHMAN OFFSET MOTOR, CUSHMAN ELECTRIC CO., CONCORD, N. H.—noved folder—novel in its very plain simplicity and style of content—describes how the company, after a number of attempts to solve the typesetting machine motor problem, has devised one which can be instantly applied without auxiliary devices for attaching except cap screws, which has three point attachment, with short shaft and elimination of vibration; ease of adjustment, etc., without disturbance, and highest efficiency. It is also offered as a saver of electric current consumption.

(CONTINUED ON PAGE 58)

At Last! A Safety Can and Brush Combined

Exact Size, 5½x3. Bristles replaced at small cost.
Price, $6.50

Five or Six Operations Reduced to One
Three-Quarters of the Benzine Saved

Fits the hand perfectly. A slight pressure of the palm on the plunger expels measured amount of liquid on the object to be cleaned.

No Waste *No Hazard* { When you use the "SAVIT" BRUSH } *No Leak* *No Lost Motion*

INSPECTED—TESTED—APPROVED
BY THE
National Board of Fire Underwriters

Test included Practicability, Durability, Fire Hazard

Conclusions: "Parts well formed of suitable materials; wear and tear, rough usage will not affect its durability." Eliminates open containers and pouring of Benzine.

THIS DEVICE MAKES MONEY—Because it Saves Time, Labor, Benzine—*They Cost Money*

Order yours today—Don't put off the inevitable.

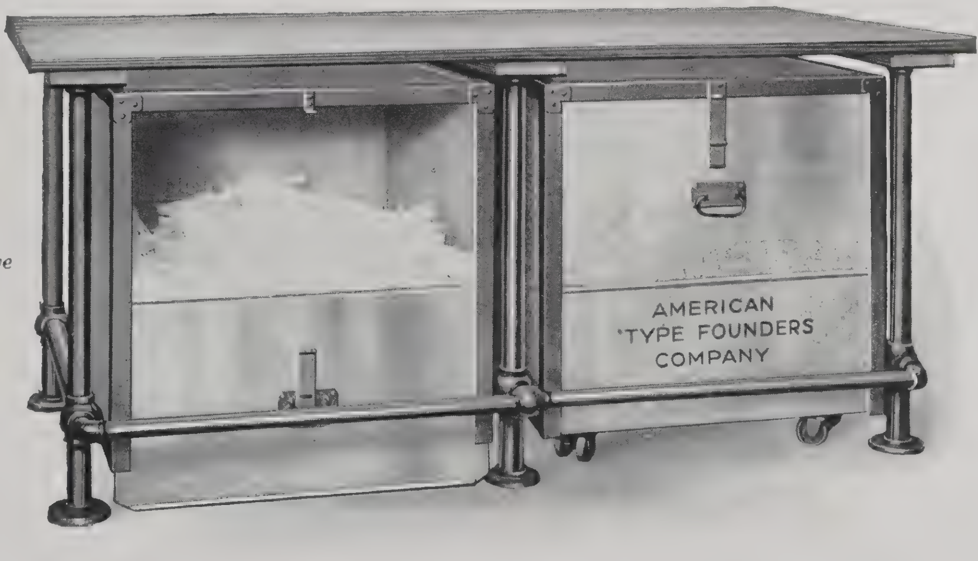
It's Not Spending Money—It's Making a Good Investment

SELF-FEEDING BRUSH CO., 143a Federal St., Boston, Mass.

CUT-COST PAPER CUTTER TABLE

Write Nearest Selling House for Descriptive Circular

Made by the Hamilton Mfg. Company



Designed by the ENGINEERING DEPARTMENT *of the*

AMERICAN TYPE FOUNDERS COMPANY
COVERING THE CONTINENT

GRANT'S
VERTIFILE

The New Sectional Vertical Storage System for Zincs, Halftones and Electros

Ideal for Commercial Printers, Advertising Department and Editorial Department Cut Morgues.

Less in Cost Than a Good Cut Lost

Saves Cuts—Vertical filing in steel "books" prevents warping and eliminates all possibility of injury from dust, scratching or rodents.

Saves Space—Steel self-supporting "books" eliminate shelving and partitions thereby saving half the space formerly required.

Saves Much Handling—Plates are carried in steel "books" to place where needed.

Efficiently Indexed—Simple index makes for greatest simplicity in **finding** cuts. Indexing slots are provided on each "book." Signal color tab in slotted front of books shows proportion of space unoccupied.

Made sectional to accommodate expansion.

Sections beautifully finished in dark green baked on enamel. Will stand hard wear.

You need one or more of these efficient storage systems. The cost is small—the saving great. Tell us your requirements.

HARLO R. GRANT & CO.
2322 MADISON STREET — Booth 326 — CHICAGO

SPARTAN
TYPE METALS

CONTENTMENT IS PRICELESS

TO be relieved of even a part of the usual worries of a business man is worth considering, especially when there is no extra cost. SPARTAN TYPE METALS are invariably lower in price than reliable competition — yet render greater service. But then, it is not what we say here, but what SPARTAN TYPE METAL will do in your plant that will prove the superiority of the product.

FOR
Linotype Typograph Ludlow Monotype
Sterotype Autoplate Compositype
All Special Feed Bars

Since 1866

MERCHANT & EVANS CO.
PHILADELPHIA

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 56)

IT ADDED "FLAVOR"—Attendants at the annual dinner of the Bureau of Advertising, American Newspaper Publishers' Association, in New York, April 24, found the menu and program done in the form of a booklet with cover consisting of a newspaper dry mat, appropriately decorated with "newspaperish" impressions. *"NPJ"* wondered, as did most of the participants, who produced this unique idea. There was not the slightest kind of a "credit line" on the program, anywheres. It was eventually ascertained that the token was furnished by the Wood Newspaper Machinery Corporation, New York, and the cover was one of the Wood (Dry) Flongs.

No Man Ever Got Very Far by
Breaking Things Gently to Himself

WALTER H. SAVORY

◆ ◆ ◆

WALTER H. SAVORY, Personal Representative of the General Manager, Linotype Co.—"Presidential year, political surface currents, blocs, prohibition, Crimination, labor restlessness, selfishness, petty peanut ambitions without broad patriotism, local issues predominating and fighting for supremacy in Congress—add them all together, then subtract them from another total: Excellent crops in prospect, good prices reckoned by reasonable standards, good demand becoming better all the time, European settlement reasonably in sight, strong optimism in practically all parts of the country; and you have left, just where you started, a normal rational prospect for business during the year ahead. Try and find a paper which isn't doing a business fully in keeping with the character and influence of his publication."

It's the Man With Sand
Who Raises the Dust

MITERING IN NEWSPAPER PLANTS—Recent letters report installations of Rouse Rotary Miterers in the plants of the Boston *Post,* Los Angeles *Examiner,* Cleveland *News,* New York *Sun,* Flint (Mich.) *Journal* and other newspapers, large and small, which are known in the profession as exemplary in efficiency of equipment and methods. In newspaper plants, where speed is of primary importance and where there are frequent rush times every day, the uniquely and simply constructed Rouse device is being often heralded as having "solved the newspaper mitering problem", in that it combines sufficient speed, safety and perfect accuracy.

Can Fetch Business With a Whine;
Grin, and Swear You're Feelin' Fine!

THE LINOGRAPHIC—The first issue, seen in connection with the newspaper conventions in April in New York City, speaks well for the venture of the Linograph Co., Davenport, Ia., in publishing the quarterly. The issue exemplified the possibilities of the Linograph, was inspirational, and tackled some vital problems such as "Our Future Operators", which article offers much food for thought to all printer-journalists. I am especially taken with one thought in this editorial: "Finally, a good operator is one who, besides the qualifications of a good printer, has the ability and *desire* 'to tickle the keys' fast enough to make his employment profitable."

(CONTINUED ON PAGE 60)

Increase the Output of Composing Machines and Quality of Your Product

THE melting pot is the heart of your slug or type casting machine—uniform controlled heat means uniform production. Users say that they are able to increase the output of their composing machines from 10 to 25 per cent through the use of

FORTIFIED

Interchangeable

Electric Metal Pots

Get the Facts and Figure the Saving You Can Make in Your Own Plant

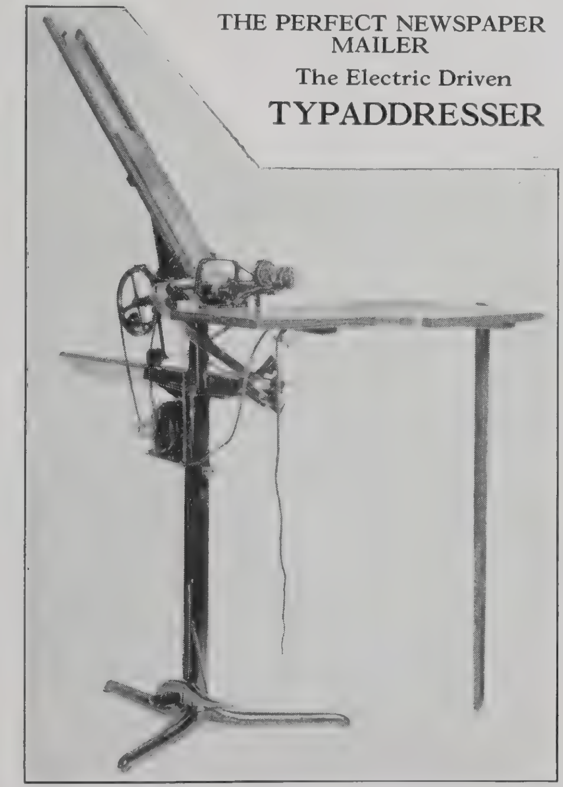
This Book is Free—Write for it Today

It is chock full of suggestions and usable information that will prove valuable as daily reference—how to adjust machine troubles, formulae for metals, "toners", shortcuts and safeguards, and many other helps and hints that will prove of money-making value to you.

FORTIFIED MANUFACTURING COMPANY

14th and Agnes Avenue **Kansas City, Missouri**

"Fortified Means Satisfied"



THE PERFECT NEWSPAPER MAILER

The Electric Driven

TYPADDRESSER

Prints direct from linotype slugs, through an inked ribbon. No preparation work. No come backs. Speed 5,000 per hour. Write for full details.

THE TYPADDRESSER CO., OMAHA, NEBR.

Reprints of Articles

Appearing

in

National Printer-Journalist

may be ordered from

The Trade Press Publishing Co.

129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints

1 Page—$ 7.50 first 1000 or less

2 Page—$11.50 first 1000 or less

Quotation for larger quantities on application

"REVOLUTION"
Duplex Washable
Tympan Paper
Made in the U. S. A.

ELIMINATES **Traveling Tympan** rolls altogether on most rotary work, and supplements it on other work.

Adds 50% to life of traveling tympan roll when used at same time.

Increases production 27% thru elimination of stops to change draw sheets.

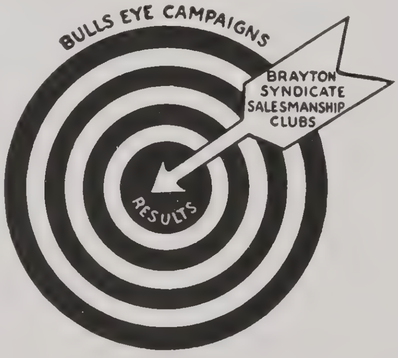
The ideal draw sheet for flat bed perfecting presses; indispensable where quick turning is required.

Thoroughly tested and now being used regularly in the press rooms of the largest printing and publishing concerns.

Carried in stock at mill in crated rolls 32-in., 36-in., 42-in., 48-in. and 54-in. wide, and about 14-in. in diameter. Sheets can be cut from nearest available size. Shipments by freight or express.

Samples and Full Information on Request

Plant, Theis & Gould
Paper Company
30 N. La Salle St. Chicago, Illinois
or
MR. H. E. WIMPFHEIMER
461 - 8th Ave. New York City, N. Y.



Circulation Campaigns That Pay

For 20 years The Brayton Syndicate has conducted Self-Financing, cash-in-advance circulation campaigns for newspapers.

We now have 12 campaigns in progress in the states of Penn., N. J., N. Y., Va. and West Va.

We must have a meritorious proposition to interest 12 publishers, simultaneously, year in and year out. We work entirely on commission basis.

NOW BOOKING FOR JUNE AND JULY

Write for plan and terms.

THE BRAYTON SYNDICATE
Suite 500
17 N. La Salle St.
CHICAGO, ILL.
223 Oxford
Building
WASHINGTON, D. C.

THE "NPJ" VIZITER

PUBLISHERS VISIT DUPLEX—Following the Inland Daily's May convention in Chicago, a number of publishers inspected the Duplex Printing Press Company's big shops at Battle Creek, Mich., and were entertained by officials of the company. A dinner at the Country Club climaxed the day's visit. Henry F. Bechman, vice-president and superintendent, and Charles S. Brown, Chicago sales manager of the Duplex, made addresses on the progress of newspaper presses. Irving K. Stone, president; Harry K. Allwardt, manager western sales; Marcus M. Farley, manager eastern sales, and Charles H. Brown, mid-western representative, with the foregoing, looked after the visitors. Newspaper publishers and managers in attendance were: John Harrison, *Commercial-News,* Danville, Ill.; D. W. Stevick, and E. C. Bleau, *News-Gazette,* Champaign, Ill.; Will H. McConnell, *Journal,* Springfield Ill.; Mark P. Haines, *Journal,* Sturgis, Mich.; C. R. Butler, *Free Press,* Mankato, Minn.; Robt. O'Brien, *Nonpareil,* Council Bluffs, Ia.; Harry Sward, *Dispatch,* Moline, Ill.; Wil. V. Tufford, Secretary Inland Press Assn., Clinton, Ia.; Linwood Noyes, *News,* Ironwood Mich.; and A. L. Miller, *Enquirer,* Geo. C. Dolliver and Nelson E. Conine, *Moon-Journal,* Battle Creek.

It Sometimes Rains on the Just
Because the Unjust
Has Swiped His Umbrella

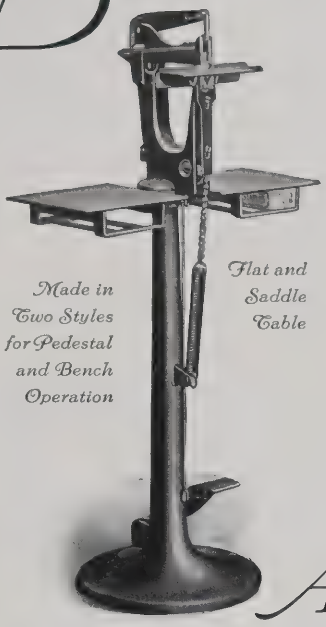
FROM THE PRESS TO DELIVERY TABLES—The Cutler-Hammer Conveyor, made by the Cutler-Hammer Mfg. Co., Milwaukee and New York, and invented to save time in moving folded papers as they run off the presses, makes an unusually fascinating demonstration in actual operation. It primarily consists of a system of coiled wire belts and rollers used to convey newspapers or magazines from the fly belt or delivery of a rotary printing press or a folding machine to some desired point in the mailing or distributing room. The papers can be carried horizontally, on an incline, or vertically in any direction and the direction may be changed over any appreciable angle. The original kick-out is maintained throughout.

CUTLER-HAMMER CONVEYOR

A CIRCULATION IDEA—The Walpole (Mass.) *Times* prints in its flag, all of the places in the city where the *Times* is sold. *It also lists the names of the newsboys.*

(CONTINUED ON PAGE 62)

BOSTON *Staple Binder Style A*



Made in Two Styles for Pedestal and Bench Operation

Flat and Saddle Table

BOSTON
Staple Binder Style A

Produces a quality of stapling that equals high-grade wire stitching. Fine round wire clinched perfectly flat and binding securely makes the work of the Boston Stapler attractive and satisfactory.

Easily operated by foot power, with reversible driver and with paper covered staples that save waste and permit changes of sizes without loss. Flat and saddle table, staple supporter, movable clinchers, and small maintenance expense—an ideal machine for the small printing office, factory or counting room. Carried in stock at all Selling Houses.

Driver, Staple and Supporter

American Type Founders Company

Selling Agent for Boston Wire Stitching Machines and Staplers

SET IN STERLING AND STERLING CURSIVE VARSITY INITIAL ROSA BORDER

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

Proven Circulation Building Supremacy

Pacific Coast Circulation Service

ONLY THE BEST STAND THE TEST

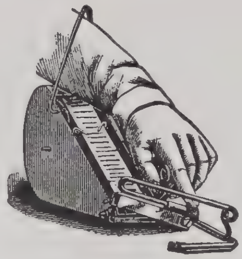
Proven time after time by the many thousands of new subscribers, the cleaned up lists and thousands of dollars in cash we gain for newspapers all over the country.

Our circulation campaigns are self-financing and accomplish results in a period of seven weeks that ordinarily would take years, and leave the publisher with from $2,000 to $10,000 cash in the bank after all expenses have been met.

A SUBSTANTIAL, DEPENDABLE SERVICE

Every contract gets personal service.
Contracts filled in order booked.

PACIFIC COAST CIRCULATION SERVICE
301 BELL BLOCK - Long Distance CANAL 4750 - CINCINNATI, OHIO



THE ROBERT DICK
MAILER

- Reduces mailing expense
- Efficient
- Light
- Inexpensive
- Addresses (expert) 8,556 an hour
- Beats them all
- Leads, others follow
- Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

THE "*NPJ*" VIZITER

NEWSPAPER FILE INVENTED IN NEWSPAPER PLANT—The Detroit *News*, Scranton *Dispatch*, Boston *American* and Kansas City *Journal* are among the many papers installing the Rouse Newspaper Files and Racks recently. It is an interesting fact that these files and racks were originally invented in the plant of the Philadelphia Evening *Bulletin* and since the product was developed and put on the market through the Rouse factory, Chicago, the files have been in extensive demand. They are very attractive in appearance, being punched out of light-weight metal and nicely japanned in olive green. These files are not only easy to carry, but because of their unusual construction, the papers lie flat and can be read up to the binding edge. The company makes several types of racks to contain the files or they may be hung on specially designed pegs.

Strike While the Iron is Hot;
But Get it Hot First

MANUFACTURERS; SERVICES; DISTRIBUTORS

Allen-Bradley Co., Milwaukee—Marketing new line of resistance starters and across-the-line-switches for induction motors for publishers and commercial printers.

American Type Founders Co.—"Cut-Cost Plant Equipment;" a new leaflet issued, strikingly portraying the Cut-Cost Platen Press Room Cabinet, Paper Cutter Table, Waste Paper Truck, and Drying Rack and Stock Table.

Barnes Crosby Co., Chicago—Missouri company now located at Twelfth and St. Charles St., in larger quarters, at St. Louis.

Berger & Wirth, Inc., Brooklyn, N. Y. (lithographic and printing inks)—William A. Miles becomes general manager.

Cleveland Folding Machine Co. (Dept. American Type Founders Co.)—A. B. Fleischbauer, formerly of Cleveland, O., joins San Francisco branch to service folders.

Corona Co.—Announces new model Corona with standard, four-bank, single-shift keyboard, and other new features.

Dexter Folder Co., New York City—"Earning Power for Cylinder Presses," a fine new booklet; analyzes differences in output of presses equipped or not equipped with Dexter Automatic Feeders.

Dill & Collins Co., Philadelphia—E. A. Bouer Co., Milwaukee, named distributors for that city and adjacent territory.

Duplex Printing Press Co., Battle Creek, Mich.—New office at Chicago, Temple Bldg., 77 West Washington St.

Ford-Parsons Co., Chicago, Ill. (publishers' representatives)—G. Frank MacDermott appointed manager.

Great Western Paper Co., Ladysmith, Wis.—Harry Ballou, general manager, resigned. Succeeded by H. H. Fish, Jr.

Kalamazoo Vegetable Parchment Co.—R. A. Hayward, Ann Arbor, succeeded Jacob Kindleberger as general manager.

Kelly Press Dept., American Type Founders Co.—R. O. Shadinger, Los Angeles manager, has established service department, Charles W. Husband in charge.

Kimberly-Clark Co., Neenah, Wis.—"Rotogravure," a 68-page presentation, almost wholly in pictures, of the whole story of rotogravure as used by newspapers and magazines.

Knill-Burke, Inc., New York, N. Y. (Publishers' Representatives)—Interest of C. M. Knill acquired by E. M. Burke.

Lanston Monotype Co., Philadelphia—Annual report shows increase in profit of about $100,000 over preceding year; increase in cash sales notable, indicating healthy conditions in printing industry; all officials re-elected.

The Linotype News—Recently observed its second anniversary. May issue exclusively in Linotype Clearface Bold. Twelve dresses shown in the two years of this publication.

Louisville Paper Co., Louisville, Ky.—Secured sole selling agency for Foldwell enamel, national advertised brand of Chicago Paper Co., and Washington Brilliant Cover, made by District of Columbia Paper Mfg. Co.

Ludlow Typograph Co., Chicago—New broadside detailing casting of large advertising figures in 84, 96 and 120 point Cheltenham Bold and in 144 point extra condensed Gothic.

Ludlow Typograph Co., Chicago—Attractive trade specimen sheets show faces based on Goudy Old Style of American Type Founders Co., issue as Ludlow No. 11-L.

Miehle Printing Press & Manufacturing Co., Chicago—New booklet issued, "The Miehle in the Far East;" shows views of Japanese printing plants; cover in Nippon style.

Miller Saw-Trimmer Co., 524 South Clark St., Chicago, Ill.—Bernard Elliott named western manager.

Miller Saw-Trimmer Co., Jersey City, N. J.—E. G. Myers joins New York sales staff.

National Newspaper Service, 326 W. Madison St., Chicago, Ill.—Edward N. Dolby, Jr., appointed sales manager.

National Process Co., Inc., New York, N. Y. (Repro-prints and Giant ad)—Office opened in Philadelphia.

O'Brien Printing Ink Co., Warren St., Dayton, O.—Plan new $50,000 ink factory.

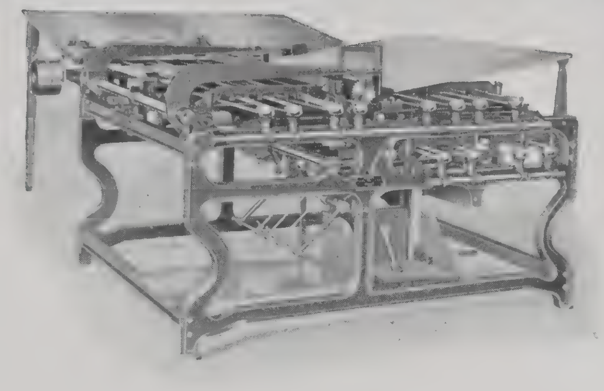
Printers Manufacturing Co., Minneapolis—New York City "Monomelt" offices moved to larger quarters at 1009 World Bldg., 63 Park Row.

Seaman Paper Co. (of Missouri) St. Louis—S. M. Tobey, of the Chicago offices, elected president to succeed P. H. Baker, resigned to take a rest.

Frank G. Smith Co., Milwaukee, Wis.—Controlling interest sold by Frank G. Smith to Val Blatz, Jr., and A. W. Asmuth.

Toledo Paper Stock Co., Toledo, O.—Capital $15,000. Recently incorporated by Edward W. Marvin, Eleanor McHugh, Arthur P. Hyman and Chas. L. Billings.

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″.

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO
"BUILDERS OF PROFITABLE FOLDING MACHINERY"

A full-size, highest grade, standard Typewriter with a keyboard similar to the Linotype, Intertype and Linograph. Price $95 f. o. b. factory.

The LINOWRITER is the best letter-writing machine for the publisher and printer. WHY MEMORIZE TWO keyboards?

The Linowriter is indispensable for teaching keyboard instruction in Vocational Printing schools.

Satisfaction Guaranteed.

EMPIRE TYPE FOUNDRY
Delevan, N. Y. Buffalo, N. Y.

Evidence!

A few of the many letters received from "NPJ" subscribers from all parts of the country.

"We regard the "NPJ" as the best trade paper which comes to our office. Each issue is full of real value giving ideas."

"I have many times secured ideas from your publication that pays for the subscription price many times over."

"Every issue is worth more than the price for one year."

"We are getting more than the value of a year's subscription out of each issue. It is one of the trade journals to which we subscribe, we watch for, and read carefully."

"NPJ" Readers Realize Full Return on Their Subscription Investment.

"It Pays Dividends"

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Precision Ball Bearings
Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street **Chicago**
Canadian Factory: 81 Duchess St., Toronto

"Worth While Envelope News"

Are You on Its List ?

EVERY MONTH this gold mine of informative envelope news is bringing cashful facts and opportunities to live printers who want to be through with envelope troubles and disappointments. Countless staple items — new items — odd shapes and sizes that used to be long-time "special" orders — all these are here — ready — in our ten million stock. And "Worth While Envelope News" is full of suggestions for their profitable use. No subscription charge. Just send your name, and you get the "News" with our latest complete price list *free.*

The Western States Envelope Co.
South Water, from Clinton to Ferry Sts.
Milwaukee, Wisconsin

Letters From Our Readers

IN LAST MONTH'S MAIL

J. ROY PARKER, *Editor Ahoskie (N. C.) Hertford County Herald* —Your journal(ist) finds all of this office force "scrapping" over who shall be the first to take it home for thorough digestion. We like it; and especially do we enjoy the personal experiences and contributions.

FOREST GAINES, *Richey (Mont.) Pilot*—At this time I wish to express my sincere admiration for the way that you have made the NATIONAL PRINTER-JOURNALIST a real trade publication, * * *. It is one of the very few publications of which we are preserving a complete file. The fine typography and presswork would commend it anywhere as an example of real printers' art.

GEORGE S. GUERNSEY, *Clinton (Ia.)* McLane Printing Co.,—Let me say simply that I really couldn't even guess just what changes you could make in your magazine that would please me any better than it is now. Enclosed find King Tut's Gold.

W. O. FULLER, *Rochland (Me.) Courier-Gazette*—We read the *"NPJ"* with interest and try to have all the force take a go at it.

WHAT'S IN A NAME? (*Wil V. Tufford, Secretary-Treasurer Inland Daily Press Association*)—"The NATIONAL PRINTER-JOURNALIST managerial force has some names a humorous fellow might play with successfully. For instance there is Mr. Apple, the editor, clear through to the core—fact is, all Apple. There is no core. Then along comes the name that stands for system, regularity, industry, energy in the animal world: The Meyer. There is no inference that he is an aunt; for he's a he. And another has the strange name for a counsel of Just. He ought to be a judge. Another fellow is Larkin all the time, and the artist is a Warner. Why people should be warned by an artist is a conundrum. One of the representatives name is Keyes. Hope he doesn't lock up to play baseball. Then we find another one up in the Garrett, and a Miner in a city where there are no mines, and so on down through the official family. After all what's in a name. I know when it is in the directory of the NATIONAL PRINTER-JOURNALIST it stands for energy, new thought, and happy expressions.

ARTHUR W. MARSH, *Amherstburg (Ont.) Echo*—We cannot too highly commend your admirable journal, and if you continue running as interesting and helpful stories and articles during the coming year as you have done in the past, we believe your circulation will continue to advance as you so richly deserve. Every member of our staff finds something of deep interest every month. It is a pleasure to send our renewal.

UNCLE SAM HAMPTON, *Belgrade (Mont.) Journal*—The *"NPJ"* is a real encyclopedia of information and instruction to the newspaper office; a very helpful budget of suggestions and experiences. It contains some very fascinating stories * * *.

WILLIAM H. HARRIS, *Standard and Jerseyman, Salem, N. J.*—We are one of your new subscribers starting with the May issue just received which conveys a fund of information very valuable to a newspaper office. We may interest you to know that we subscribed through seeing a copy of the April number sent us as a sample copy.

◆ ◆ ◆ ◆ ◆ ◆ ◆

TRADE PAPER ADS, *Printing Art,* Boston—"Our complaint against the technical-journal advertiser is his phlegmatic disregard of those elements which humanize campaigns. We would see a page in a trade magazine cost as much and be worth as much as a page in any standard periodical. It can be done only when those imaginative, romantic, and alluring qualities and ingredients are employed which have made advertising in its broad sense what it is today. To be wholly successful and to receive the full quota of reader response advertising *must* have—a heart. It must step out of the catalogue classification — and search its own records for human stories, comparisons, and parallels."

Put Up in Government Measure!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

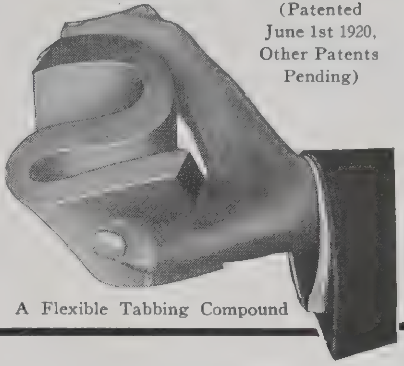
NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920, Other Patents Pending)



A Flexible Tabbing Compound

"He Curses Printers Ink"

A practical printer, in describing the average printer, says that. He further says the average printer lacks courage in the pinch. Is that just?

J. Arthur Dixon

writing from his own experiences does not stop with those harsh words, but tells in detail how a small town printer worked out successfully a practical plan, one that any printer can adopt, to lift himself out of his rut.

This story is but one of several inspiring articles in the JUNE number of

THE PRINTING ART

Every printer can afford to pay 40c (45c in Canada) for the June number, and he may find the very suggestion he can use in one of the 100 pages of thought-inspiring helpfulness. Unless you are satisfied with your rut, send U. S. stamps or coins early before the edition is exhausted.

The Printing Art
Dept. C
Cambridge, Mass.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

Cline-Westinghouse Interchangeable Electric Motor Drive

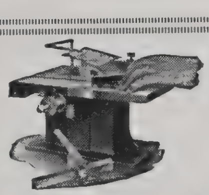
FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

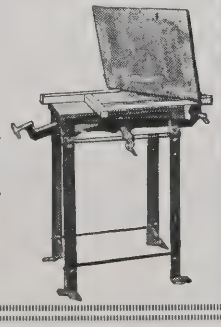
EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK



THE MARVEL-O
ALL METAL PRINTERS BENCH SAW
Price Complete $34.50
Saws, Miters—Guaranteed
A ¼ h. p. motor will operate saw to capacity

THE EAS-O MAT MAKER
Makes Mats Of Standing Type Forms
Price Complete $37.50

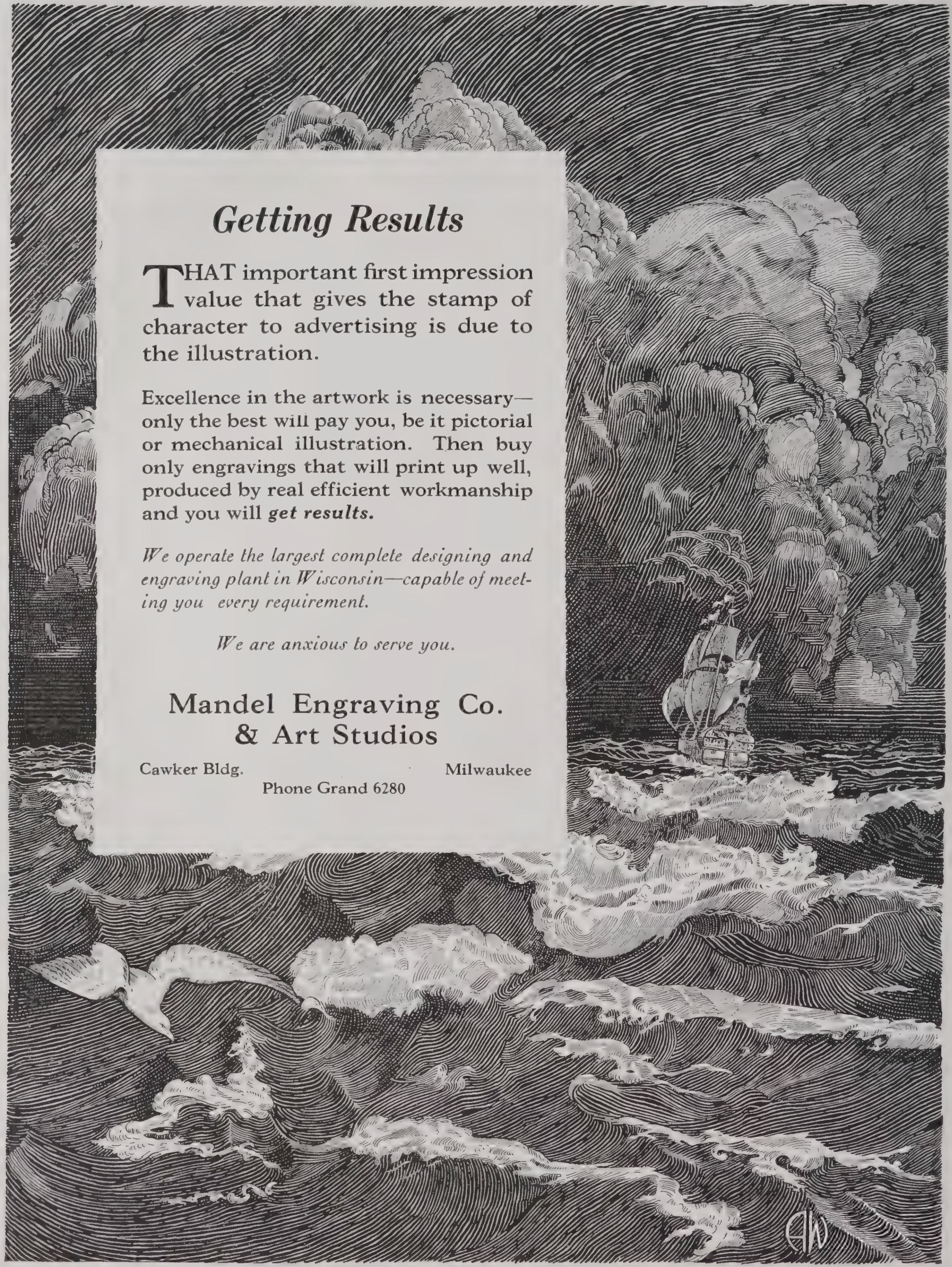
This will help you cut down composition costs and put your type back into your cases for other use.
Will Pay for Itself in a Few Weeks.
Sold on Monthly Payment Plan if desired.
We Manufacture the Simpl-O Caster—
Price $72.50 Complete
Write for Literature.



SIMPL-O CASTER CO.
614 Park, Bld., Cleveland, O.

16⅔ Cents Per Issue
Only $2 a Year
(In U. S. and Canada)

National Printer-Journalist
129-135 Michigan St. Milwaukee



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting you every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

"NPJ" Classified Ads

Address all Communications to NATIONAL PRINTER-JOURNALIST, Classified Dept., 129-135 Michigan Street, MILWAUKEE, Wis.

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

*** JOB PRINTER STEREOTYPE MATS ***

Instantaneous impression of any form made on a Job Press, Potter or Vandercook proof press or Washington Hand Press. Mat and plate can be made in five minutes.

AFCO Dry Flong***No other like it in the country. Standard package—24 sheets 10x12 AFCO Job Flong Gummed AFCO packing—AFCO molding Blanket and complete instructions**** $5.00 C. O. D. If it is used for Stereotyping we sell it.

American Flong Co., 202 West 20th St., N. Y. City.

A wide awake aggressive man or woman acquainted with the printing trade and in a position to invest $1,200 can start a profitable, exclusive business in their own home doing special work for printers that will net them $6,000 to $10,000 per year. Write WEST MANUFACTURING CO., Dept. C, 137 2nd St., Milwaukee, Wis.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

FOR SALE—MACHINERY

1 — Goss 4, 6, 8 page Comet.
1 — Duplex Angle Bar Press.
For sale. Factory overhauled. Price and terms reasonable.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St., Chicago

For sale, two type and rule monotype casters, 78 fonts of type, 26 cabinets. Complete equipment in first class shape. Will sell whole or any part, also several tons of standard monotype type. Will sell for less than cost of metal.—Duluth News Tribune, Duluth, Minn.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

PHENOID INSTANTANEOUS TYPE CLEANER

Test "Instantaneous" on the dirtiest type forms, cuts and fountains in your shop. You'll find it the fastest solvent you have ever used.

Trial Quarts $1.00 Gallons $3.00

CHALMERS CHEMICAL COMPANY
Specialists in Solvents and Detergents for over 20 years
123 Chestnut St. NEWARK, N. J.

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery.
485 BROADWAY, MILWAUKEE, WISCONSIN

You'll Like Milwaukee

CRAFTSMEN will find the Welcome Sign on the Milwaukee City Hall ablaze when they arrive at the 1924 Convention City. Elaborate preparations are being made to entertain the great host of delegates and friends. Nothing is being left undone to make the 1924 Exposition and Convention six chuck-full days of interest and instruction for all visitors connected with the printing industry.

To every element of the Allied Printing Trades, this great Exposition (August 18 - 23) will be a clearing house of thought and of achievement which will have a lasting educational influence for good on the individual that will favorably affect the entire trade.

You'll enjoy every session of the Convention and Exposition in Milwaukee's Mammoth Auditorium — the largest and best-equipped building of its kind in the world. Milwaukee will be a gala city while you're here. Located on the beautiful shores of Lake Michigan, you will find ample opportunity for bathing, golfing, motoring and boat rides on the lake.

Reduced rates on all railroads. Your hotel reservations should be made at once. For complete information write to the Milwaukee Graphic Arts Exposition, Hotel Pfister, Milwaukee, Wis.

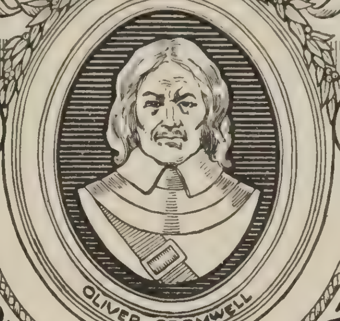
Milwaukee Graphic Arts Exposition

August 18 to 23, 1924

Conducted by the Milwaukee Club of Printing House Craftsmen

Milwaukee Graphic Arts Exposition (Incorporated)

Authorized by The International Association of Printing House Craftsmen. To be held in the famous municipal Auditorium of the City of Milwaukee, in connection with the Fifth Annual Convention of the Association.



QUALITY BUILT IN

CROMWELL SPECIAL PREPARED
TYMPAN PAPER

A proven product. True in caliper.
A perfect draw sheet. No offsetting.
Saves in make-ready.
Eliminates shrinking and swelling.
It costs more per roll, but less per sheet.

Just ask the man who uses it!!

Every roll of Cromwell product is
Unconditionally Guaranteed

Be sure you get THE GENUINE
—it bears our trade-mark

The World's Best and Standard Tympan

MADE BY THE
CROMWELL PAPER CO.
JASPER PLACE
CHICAGO
U·S·A·

There are certain fundamental beliefs upon which we have built this business

The One-Machine Customer

Though a man buys only one Linotype, and though he never buys another, every resource of the Linotype Company is behind that machine as long as he has it.

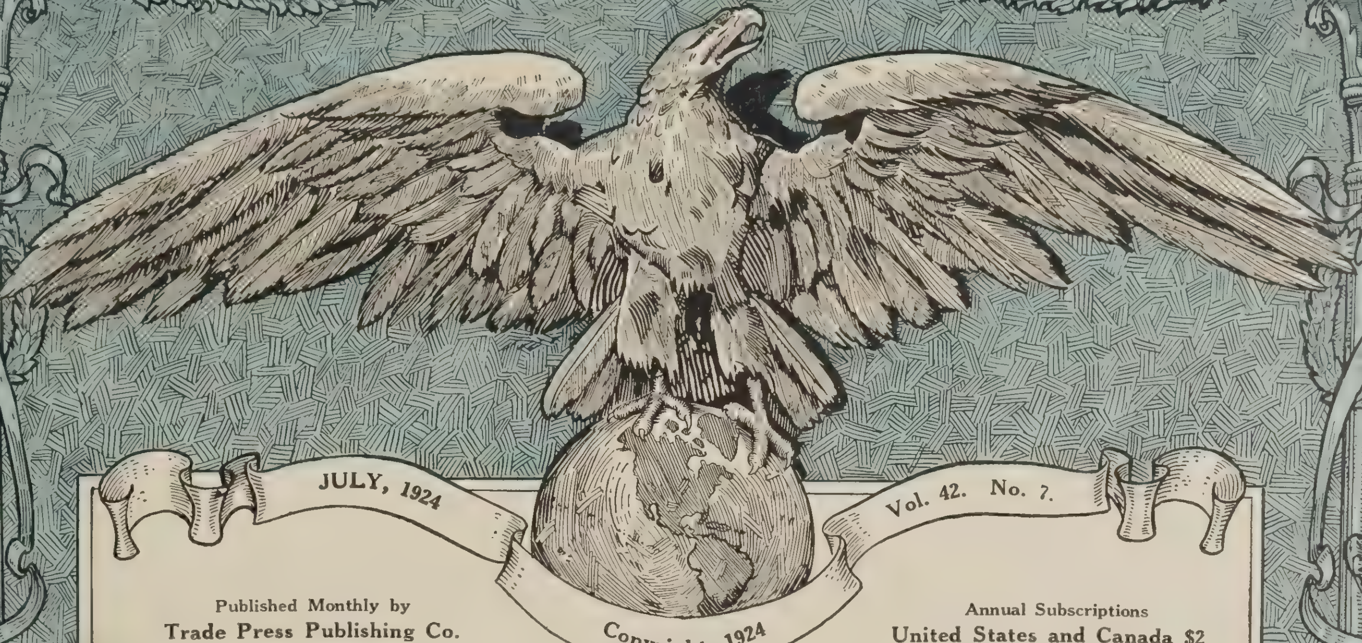
TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

520.24.5-A

Composed entirely on the LINOTYPE

NATIONAL PRINTER JOURNALIST



JULY, 1924

Vol. 42. No. 7.

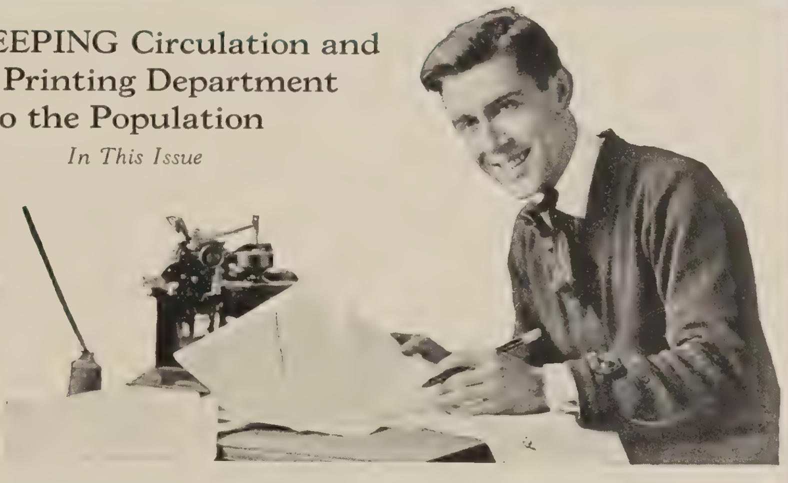
Copyright, 1924

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

KEEPING Circulation and Printing Department Up to the Population

In This Issue



BERT G. BATES Roseburg (Ore.) News-Review
Tells This Experience Story

SPECIAL NEWS BUDGET FOR THE CRAFTSMEN
The Milwaukee Graphic Arts Exposition and Convention, August, 18 - 23

A Magazine for the Newspaperman and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

THE DEATH OF NEWS

NEWS is the most perishable of all commodities—it dies of being read. Its lifetime is only a matter of minutes.

The Newspaper is a messenger. In the battle for a reader's attention the messenger first to arrive kills every messenger that follows it—*by the mere act of being first.*

Not so very long ago the Queen of Holland was on the point of presenting her country with an heir to the throne. There had been repeated disappointments. The Dutch were anxious, and the world at large was filled with expectant interest.

Suddenly of a morning there appeared on the New York newsstands an announcement of the birth of a princess, and everybody cheered.

Some of the papers had the story; the others were without it. The first had Autoplate machines; the others had none. Now all have Autoplate machines.

One never knows when a bit of news will break just too late to be got into a paper that makes its plates by hand.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

Pittsburgh's New Paper

Daily Dispatch

INCORPORATED

PITTSBURGH'S INDEPENDENT NEWSPAPER

Also Chooses the Linograph

After a thorough and most careful investigation of all composing machines, Pittsburgh's new daily, the Daily Dispatch, has chosen the Linograph with which to equip their composing room.

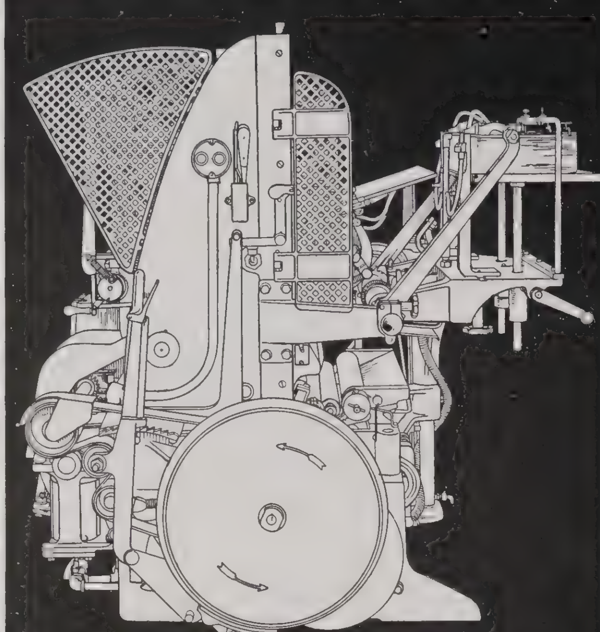
This decision was reached only after Mr. George P. Grise, President of the Dispatch Publishing Company, had made a trip to New York to see all models of typesetting machines at the A. N. P. A. Convention. As a result, the initial order of Linographs will include a battery of six of the multiple magazine Model 3's and one of the new *All Purpose* Model 12's.

Your investigation of the Linograph will show you also that Linograph Simplicity of Construction *does* mean Economy of Operation. Write for further details.

The Linograph Company

Davenport, Iowa, U. S. A.

NEW YORK OFFICE: Park Row Building, NEW YORK



The Miehle Vertical

EXACTLY WHAT WE SAY

THE Miehle Vertical operates at from 2000 to 3600 impressions per hour. 3600 is a perfectly practical speed; it is not a mere talking point, a speed at which the press may be run, but not to be used in practice. 3600 an hour is *guaranteed.*

The same definite meaning is to be read into every other claim made for the Miehle Vertical. For instance, the sheet size is given as 12½ x 19. That means that the press will print a sheet 12½ x 19 and that the rollers, *both of them,* will cover the form completely. But—investigate for yourself.

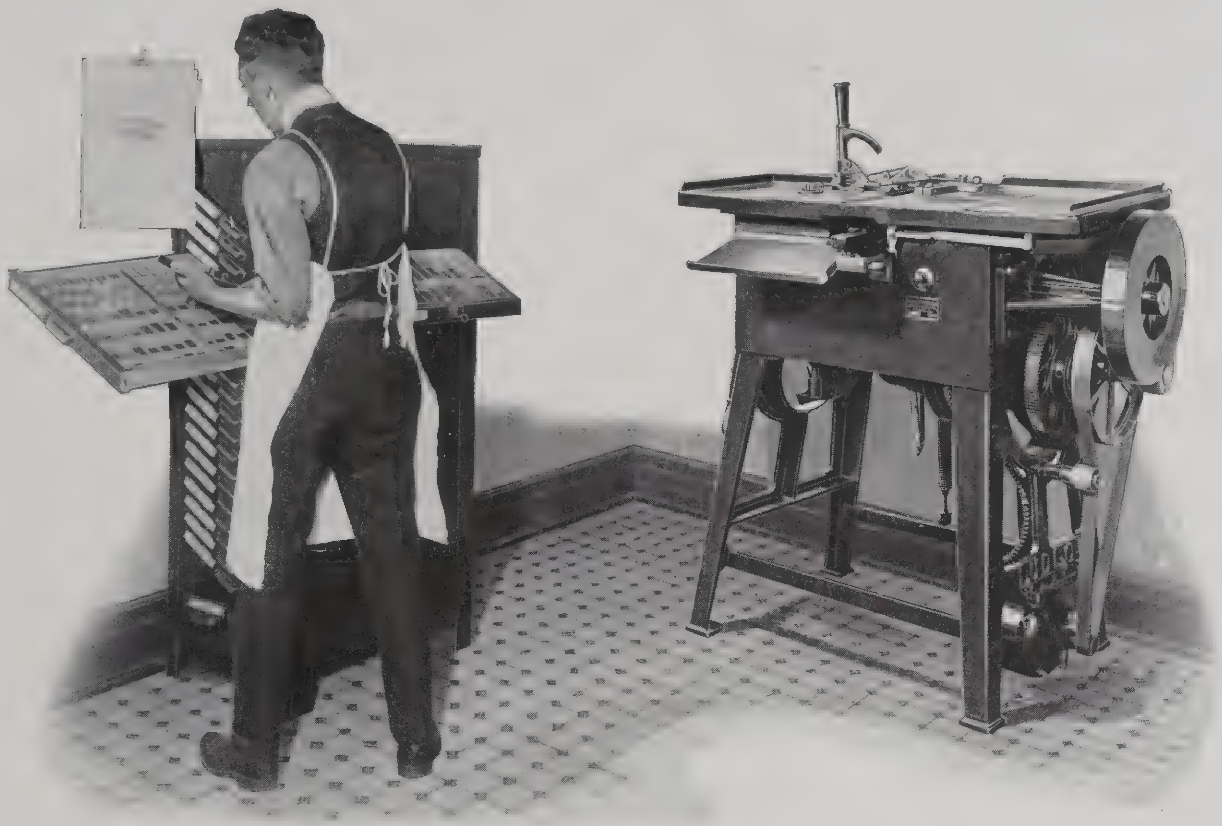
YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada



Why the Ludlow is Ideal for the Combination News and Job Plant

THE rapid Ludlow System produces quickly all sizes of display and job composition and sets you free to go out and gather more news, to develop more newspaper advertising, and to create a bigger job printing business.

The Ludlow is a system for producing type in slug lines from matrices set by hand. It is designed for all that great mass of composition that can be set most effectively and most economically by hand. It is a safe, simple method that can be operated by any printer with an hour's instruction.

Here is what the Cairo (Ill.) Evening Citizen says:

> "The Ludlow has been one of the best investments we have ever made. Not only does it give us sharp, new faces each issue, but ads can be set more quickly than with foundry type, and thrown in very much quicker. In addition, one never runs out of sorts. We have practically eliminated foundry type in our plant."

The Ludlow System supplies you with new, clean-cut type on slugs—all you need of it, as you need it, from light-weight faces in six point to full width sixty point, including bold and extended faces. Beautiful Ludlow italics are made in sizes up to forty-eight point. They are cast on a true-flowing angle, with the full-kerning effect, without any kerns to break off.

With the Ludlow in your composing room you can hold your own on large runs of job work by printing from multiple forms, two, four or more up. Multiple forms are easy to produce on the Ludlow. You set your line of matrices, then cast as many repeat lines as needed. This does away with electrotypes, and the time wasted in waiting for them to be made. It also cuts the cost of press work.

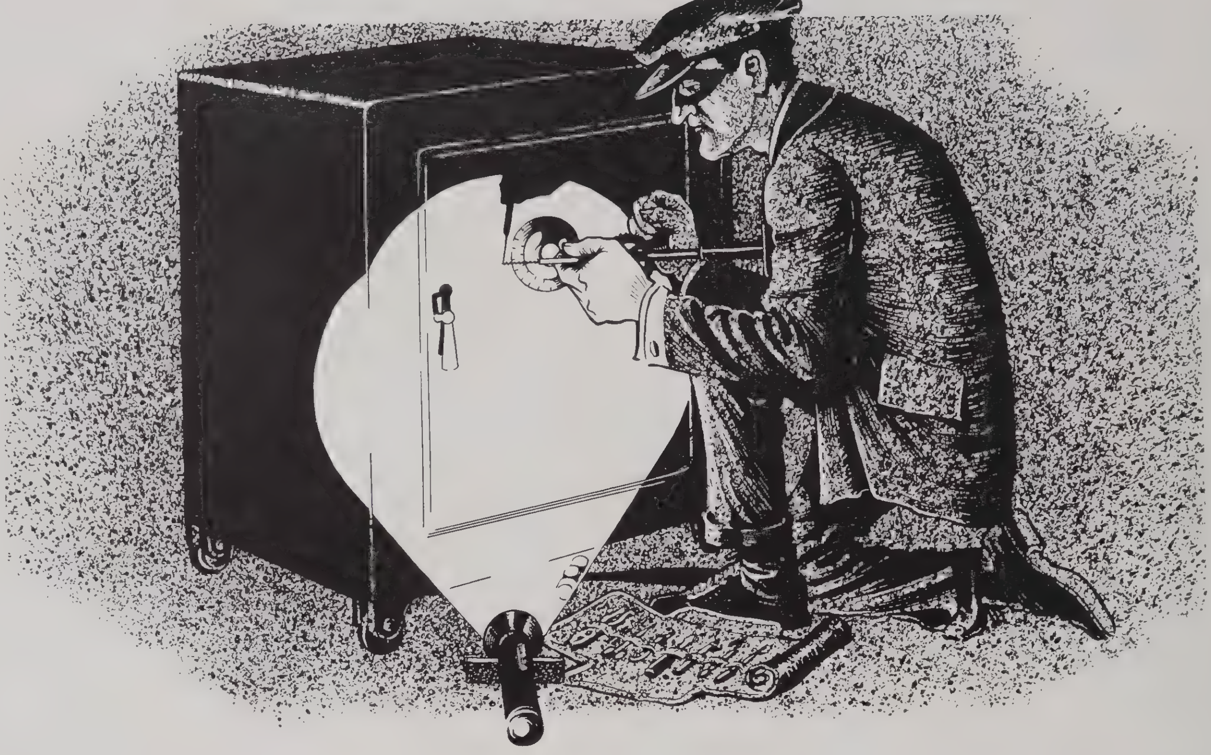
Ask us on your business letterhead for a copy of a new and unusual broadside—"The Ludlow of Today." It's yours for the asking.

Ludlow Typograph Company

2032 Clybourn Avenue
CHICAGO

SAN FRANCISCO
Hearst Bldg.

NEW YORK
World Bldg.



Hundreds of Enthusiastic Users!

The Monomelt Slug Feeders installed on our Linotypes have proven very satisfactory. We are now in position to maintain uniform temperature, produce cleaner metal and a smooth face. Our slugs are superior over the old method.

THE HENRY O. SHEPARD COMPANY,
Publishers, Inland Printer,
Chicago, Illinois.

The Monomelts have done everything that you recommended them to do.

FAIRCHILD PRESS, INC.
New York City,
(*Users of 21 Monomelts*)

Enclosed you will find our check in payment of balance due you on Monomelts. Our operators report they are very well pleased with them and would dislike very much to have them removed from the machines.

THE BRADFORD ERA,
Bradford, Pennsylvania.

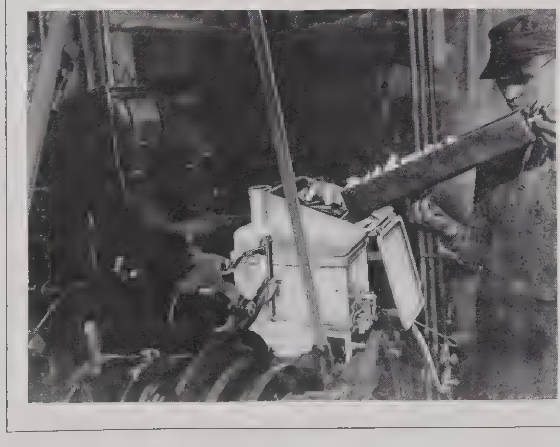
We are very well satisfied with our four Monomelts.

TELEGRAPH PUBLISHING COMPANY,
Nashua, New Hampshire.

Enclosed is our cheerful check, covering balance due on Monomelt. We are entirely satisfied with the savings effected by this device and the conduct of the device in operation.

JOHN A. STRATHERN PRINTING CO.,
Braddock, Pa.

We have hundreds of letters like these!



A Robber in Your Plant

Your metal Furnace robs you continually in metal depreciation—time—labor—gas—trouble. Eliminate the one department of your business that eats up profits and produces nothing. Throw out your metal furnace.

Don't Melt Your Metal Twice To Use It Once

MONOMELT
SLUG FEEDER

The Monomelt Single Melting System is saving real money for hundreds of newspaper and printing plants every day. Put slugs and trimmings direct into the Monomelt; it cleans them and automatically feeds an equal amount of pre-melted metal into the Linopot every time a slug is cast. It triples the life of typemetal. The really efficient plant has thrown out its remelting furnace. The Monomelt is the perfect metal feeder, producing better slugs and more of them. Your plant needs this modern system — write for our trial offer.

Every Monomelt Single Melting System Is Sold on a Definite Money Back Guarantee

PRINTERS MANUFACTURING COMPANY
706-716 Palace Building Minneapolis, Minn.

DON'T "PIG" METAL DON'T "PIG" METAL DON'T "PIG" METAL DON'T "PIG" METAL DON'T "PIG" METAL

HYLOPLATE—a super-calendered paper with a smooth, well-filled surface. Bleached Refined Groundwood Pulp provides a receptive cushion-like sheet that readily responds to impression, and a very smooth surface that shows up every dot in fine screen halftones.

HYLO
English Finish
REG US PAT OFF
KIMBERLY-
CLARK
CO.

SUPERIOR PRINTING PAPERS
HYLOPLATE
REG US PAT OFF
KIMBERLY-
CLARK
CO.

HYLO ENGLISH FINISH—for rapid presswork. The surface will print 133 line halftones to advantage. The medium finish permits the sheet to retain the quick, ink-absorbing quality of machine finished paper. The leveled-up surface and even thickness of the sheet provided by Bleached Refined Groundwood Pulp makes "make-ready" easy.

Superior printing papers

Kimberly-Clark Company's bleached refined groundwood process

Unusual opacity, a smooth, even surface, and a clean, bright color are among the advantages. Besides these features, the economy in cost carries a strong appeal. There is another economy not so readily apparent, yet none the less important—namely, the fast presswork permitted by the rapid drying quality of Hyloplate and Hylo English Finish.

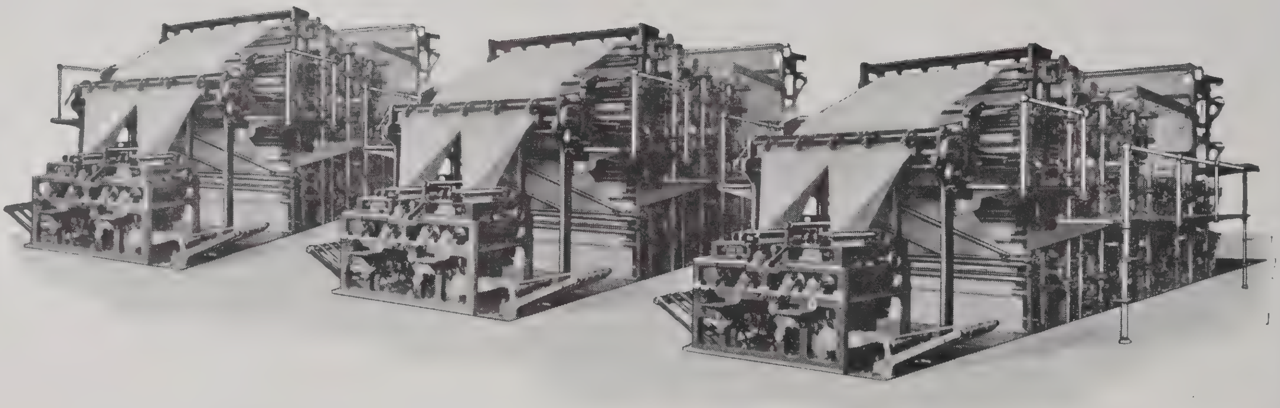
The paper merchant in your territory, named below, gladly will send you printed samples showing actual results from halftone screens of from 100 to 150 lines.

ATLANTA
  The Chatfield & Woods Co.
BUFFALO
  The Alling & Cory Co.
BUTTE
  Minneapolis Paper Co.
CHICAGO
  Bradner Smith & Co.
  Chicago Paper Co.
  Parker Thomas & Tucker Paper Co.
  Swigart Paper Co.
CINCINNATI
  The Chatfield & Woods Co.
CLEVELAND
  The Petrequin Paper Co.
DALLAS
  Graham Paper Co.
DENVER
  The Carter Rice & Carpenter Paper Co.
  Graham Paper Co.
DES MOINES
  Carpenter Paper Company of Iowa
  Western Newspaper Union
DETROIT
  Beecher Peck & Lewis
EL PASO
  Graham Paper Co.
FARGO
  Western Newspaper Union
INDIANAPOLIS
  Crescent Paper Co.
KANSAS CITY
  Graham Paper Co.
  Kansas City Paper House
LINCOLN
  Lincoln Paper Co.
  Western Newspaper Union
LITTLE ROCK
  Western Newspaper Union
LOS ANGELES
  Western Pacific Paper Co.
LOUISVILLE
  Southeastern Paper Co.
MILWAUKEE
  The E. A. Bouer Co.
MINNEAPOLIS
  Minneapolis Paper Co.
NASHVILLE
  Graham Paper Co.
NEW ORLEANS
  Graham Paper Co.
  E. C. Palmer & Co., Ltd.
NEW YORK CITY
  The Canfield Paper Co.
OKLAHOMA CITY
  Kansas City Paper House
  Western Newspaper Union
OMAHA
  Carpenter Paper Co.
  Field-Hamilton-Smith Paper Co.
  Western Paper Company
PHILADELPHIA
  The Canfield Paper Co.
PITTSBURGH
  The Chatfield & Woods Co.
PUEBLO
  Colorado Paper Co.
ROCHESTER
  The Alling & Cory Co.
SALT LAKE CITY
  Western Newspaper Union
SAN ANTONIO
  San Antonio Paper Co.
SAN FRANCISCO
  General Paper Co.
SIOUX CITY
  Western Newspaper Union
ST. LOUIS
  Graham Paper Co.
ST. PAUL
  E. J. Stillwell Paper Co.
TOLEDO
  The Commerce Paper Co.
WICHITA
  Western Newspaper Union

Easy to find—easy to print—easy on the budget

Duplex Tubular

Metropolitan Heavy Duty Four Plate Wide



The Vancouver Province New Battery of Heavy Duty Forty Page Tubulars

The Vancouver Province, the leading newspaper in Western Canada, after years of experience with **Duplex Metropolitan Tubular Plate Presses** have—to meet their need for more presses of greater page capacity—again chosen the **Tubular.** The picture above shows the new battery of **Heavy Duty Presses** each machine printing **Forty Pages** from **Forty Plates.**

A single **Forty Page Press** of this design may be seen in the eastern part of the country printing the **Niagara Falls Gazette.**

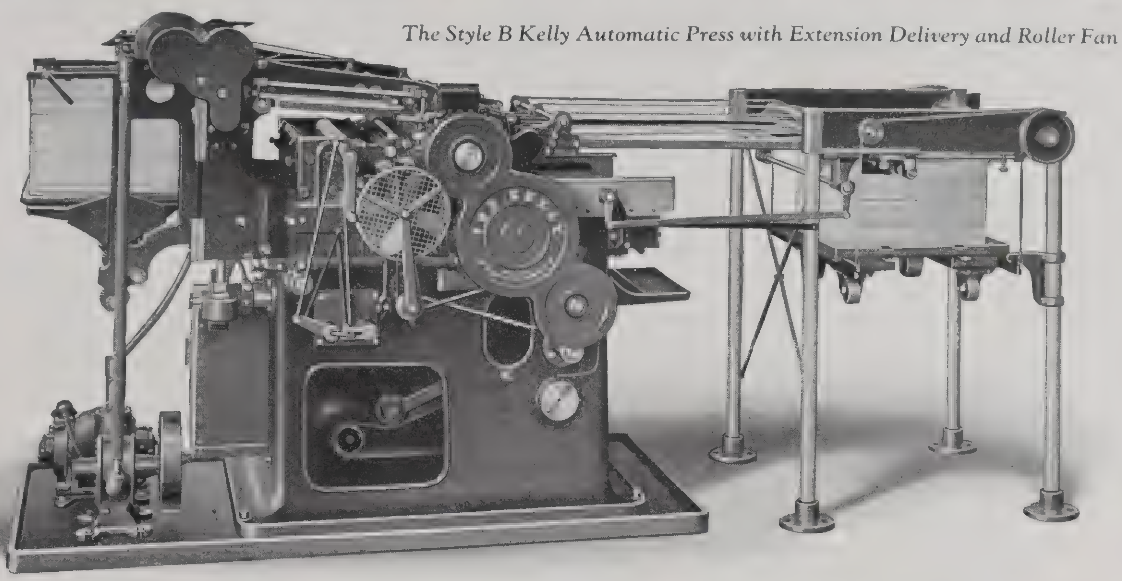
Duplex Printing Press Co.

Main Offices and Works:
Battle Creek, Michigan

NEW YORK
World Bldg.

CHICAGO
Chicago Temple Bldg.

SAN FRANCISCO
Chronicle Bldg.



The Style B Kelly Automatic Press with Extension Delivery and Roller Fan

The Job Printer needs KELLY Automatic Presses to Reduce Printing Costs

MASTER Printers and Master Craftsmen who have installed and operated Kelly Presses will tell you of their success with this wonderfully efficient printing machine. From the highest grade of process color printing to the simplest black forms, the Kelly will be found responsive, willing and dependable.

The Style B Kelly is the standard of value in the Automatic Job Press field. No other press equals it as a producer and cost reducer, or is equipped with so many conveniences for the speedy handling of work and forms.

Investment in a Kelly Press is quickly repaid from the increased earnings and there is much "velvet" in its operation, due to its ability to handle difficult printing that cannot ordinarily be placed on automatic job presses.

The Kelly has no freaky parts or time killing features that cut deeply into producing time. The make-ready is easy, every necessary adjustment handily placed; electrically controlled safety devices are assurances against waste and damage to stock and forms.

The Kelly is the solution of many, very many, of the printer's pressroom problems.

Service organizations at all Selling Houses respond promptly to users' demands.

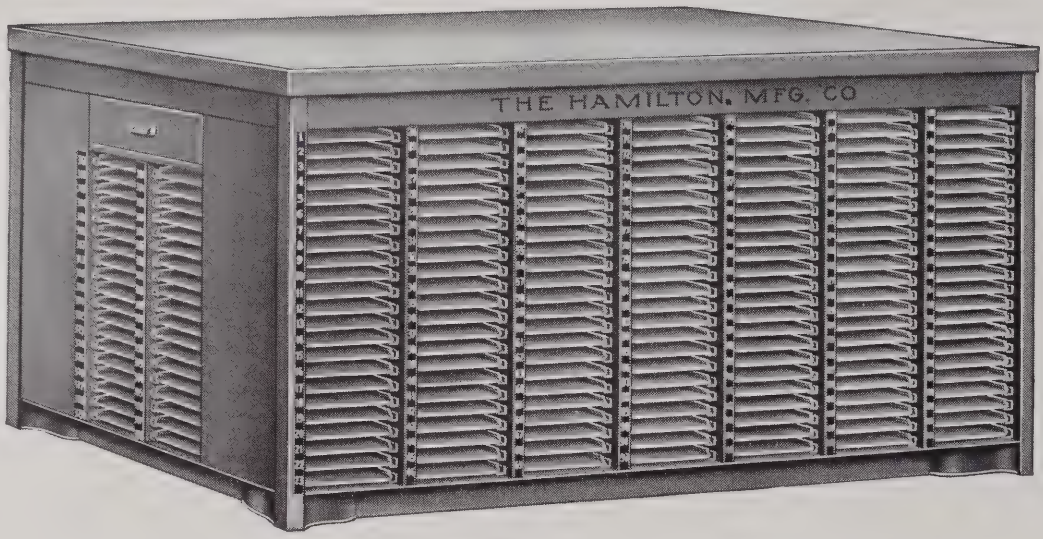
For full particulars write to nearest Selling House of the

AMERICAN TYPE FOUNDERS COMPANY

Or to BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha, St. Paul, Seattle
TORONTO TYPE FOUNDRY COMPANY, Agents for Canada, east of Port Arthur
In Canada west of Port Arthur, AMERICAN TYPE FOUNDERS COMPANY, Winnipeg

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC VANITY INITIAL TEAGUE BORDERS

Hamilton Imposing Tables



No. 14020 (Steel)
No. 4020-A (Wood)

THE design shown hereon is of an Imposing Table really indispensable in every office doing catalog, book or tariff printing. The development of any economical plan for the handling of page matter centers in the lockup department. When ready for printing all pages are brought to the Imposing Table; why not store there immediately after proofing? After being printed, the forms are taken down and pages disposed of; if to remain "standing" what is more natural or economical than to place them on a galley in a numbered space in the table?

Compare this with the time consumed to perform the same task without this equipment where pages are scattered all over the room and as much or more time is often wasted in locating the pages and bringing them to the lockup table as is required to lock up the forms after the pages are collected. And don't forget that the same waste of time occurs when the forms are torn down.

Our design No. 14020 has a heavy, smooth, cast-iron top, 51 x 75 inches in size and accommodates a total of 398 galleys (8¾ x 13 inches)—just right for the average catalog or tariff page. This means you can store in it enough pages for 12 forms of 32 pages each, or 24 forms of 16 pages. It doesn't require a mathematician to determine the economy of this equipment. The time saved in the operations of locking-up, unlocking, storing, etc., in any office handling much of this work will pay for the necessary table and galley equipment in a short time.

These tables are made in both wood and steel, with runs spaced to accommodate Hamilton Steel Galleys, size 8¾x13. The construction is right!

All galley openings are regularly numbered from 1 up to capacity of table, although special numbers will be supplied, when requested, without extra charge. We also supply, gratis, symbol plate when ordered.

DETAILS

No. 14020 (Steel) — For iron top 51 x 75 or marble top 48 x 72; 1 deep drawer on each *end* as shown in illustration; capacity, 398 galleys.

No. 4020-A (Wood) — Same as No. 14020 except has capacity for 380 galleys.

No. 14010 (Steel) — For iron top 39 x 65 or marble top 36 x 62; 1 deep drawer on each *side;* capacity, 306 galleys.

No. 4010-A (Wood) — Same as No. 14010; except has capacity for 292 galleys.

Height — All Hamilton Imposing Tables are 38¼ inches to top of working surface.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods Are For Sale by all Prominent Type Founders and Dealers Everywhere

A WORD ABOUT

OLD IRONSIDES LEDGER

AS ALWAYS in a paper for ledger use, the splendid soundness of the old craftsmen should prevail. The sturdiness of strong new rags; the durability that results from careful paper making; the strength and staunchness that are the result of honest workmanship and old ideals of manufacturing; brought up to date by the best of the new day's methods; these, with a perfect surface, smooth, yet velvety, make Old Ironsides Ledger an unchallenged leader among the moderate priced ledger papers.

Manufactured By

GILBERT PAPER COMPANY

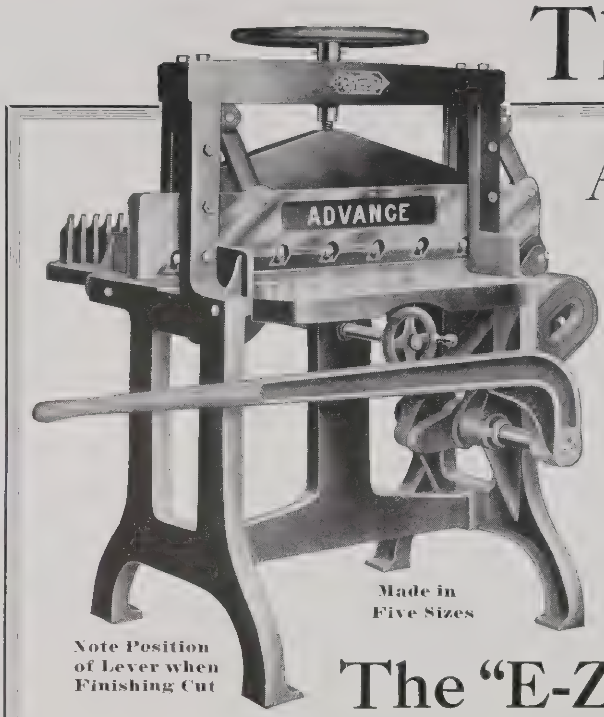
MENASHA, WISCONSIN

DISTRIBUTORS

BALTIMORE, MD.	Dobler & Mudge	NEW YORK, N. Y.	Bishop Paper Company
BOSTON, MASS.	Carter Rice & Company	NEW YORK, N. Y.	Milton Paper Company
BUFFALO, N. Y.	R. H. Thompson Company	PHILADELPHIA, PA.	A. Hartung & Company
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Co.	PITTSBURGH, PA.	Chatfield & Woods Company
CLEVELAND, OHIO	Kingsley Paper Company	RICHMOND, VA.	Richmond Paper Company
DAYTON, OHIO	The Buyer's Paper Company	SEATTLE, WASH.	American Paper Company
LANSING, MICH.	The Dudley Paper Company	ST. LOUIS, MO.	Beacon Paper Company
MILWAUKEE, WIS.	Allman-Christiansen Paper Co.	ST. PAUL, MINN.	Inter-City Paper Company
MINNEAPOLIS, MINN.	Swartwood-Nelson Paper Co.	TOPEKA, KANSAS	Central Topeka Paper Company

EXPORT—Maurice O'Meara Co., New York, N. Y.

The Old Reliable



Advance Lever Cutter

in the lead for over 30 years

Made in Five Sizes, from the 16 and 19 inch Pony, with or without Iron Stand, to the 23¼, 26¼ and 30 inch sizes as illustrated.

Powerful compound leverage; extra long, quickly adjusted interlocking back-gauges; adjustable gibs in side-frames; side-gauges on both sides, both front and back; half-inch cutting stick with facilities for easy removal, are only a few features of the Old Reliable Advance.

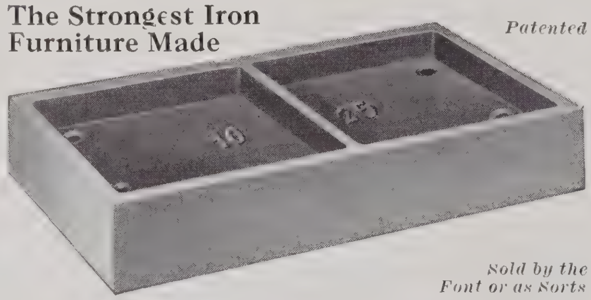
The "E-Z" Cutter

Advance Pony Cutters are thoroughly practical small cutters and do accurate and rapid work. Hundreds of printers use them for their small jobs to release the larger cutter for heavy, large work. They are also used in the supply departments of Railroads, Insurance Companies, Banks, Public Service Corporations, etc.

SOLD AND GUARANTEED BY ALL SUPPLY DEALERS

The Strongest Iron Furniture Made

Patented



Sold by the Font or as Sorts

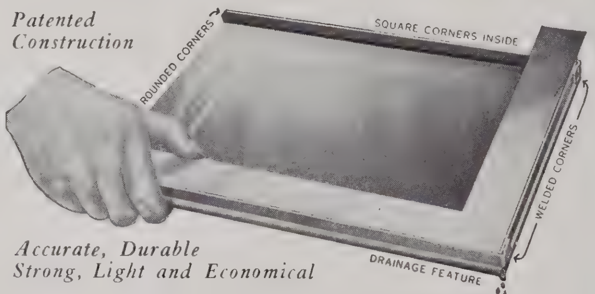
Challenge LABOR-SAVING Printers' Iron Furniture

Made from highest grade fine-grained castings, finished to point system accuracy. It is light, rigid and positively accurate. The size in picas is in raised figures on both sides of each piece. Holes in each piece allow for drainage. Note particularly the cross-braces cast in each piece which give extra strength and finger-hold. We also make floored iron furniture for boxmakers.

SEND FOR LIST OF SIZES AND PRICES

Challenge Pressed Steel Galleys

Patented Construction



Accurate, Durable Strong, Light and Economical

The Single-Piece All-Purpose Steel Galley

Challenge Pressed Steel Galleys are made in all standard job, news and mailing sizes, including 13 ems plus one point and 26½ ems plus 2 points — for newspaper work. These latter sizes can be furnished with Challenge Removable and Non-Removable Galley Locks. Special size Galleys made to order promptly.

SEND FOR CIRCULAR, LIST OF SIZES AND PRICES

THE CHALLENGE
MACHINERY CO.

Challenge Creations for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
220 W. 19th Street

Cooper Italic is ready

pack my box wth five dzn lqur jgs

pack my box wth five dzn lqur jgs.,!?

Psychologically bad stuff for the student mind to absorb, but persisting as the favorite grouping of the twenty-six characters of the alphabet wherever lettering is practiced. Even back in school days the practice alphabets drawn by Oswald Cooper took on an individuality and style that indicated the talent of the topnotcher. Later, as designer of the multiplicity of advertising pieces used by dozens of nationally famous concerns, and as counsellor on typographic makeup to a number of publications, he found much use for his skill in drawing lettering where available type faces were not completely effective. So, this new italic and other Cooper types did not come about in the usual way (as new faces developed within the foundry under a more or less theoretical idea of use by printers and advertisers), but Cooper Italic, Cooper and Cooper Black were invented to meet the necessities of actual jobs by an artist who is a master at making business printing and advertising typographically efficacious.

Sizes 6 to 72 point

cast without kerns; no overhang; no breakoff

Write our nearest branch house for a Broadside specimen of

Cooper Italic

Cooper Black

Cooper

Barnhart Brothers & Spindler

SUPERIOR COPPER-MIXED TYPE SINCE 1868

Chicago Washington, D.C.
Kansas City Saint Louis

(Products sold by all leading type foundry branches and dealers)

Dallas Omaha Seattle
Saint Paul Vancouver, B.C.

Classic Black and White Border 1913
Brass Rule 5529 with Octagon Brazed Corners

May we add your endorsement of the EAGLE-A *Advertising Program ?*

ALTHOUGH only in its infancy, this Eagle-A advertising campaign has aroused great interest among the trade in all parts of the country, and many commentary letters are still coming in.

"We seriously endorse your movement in the classification of bond papers and approve of your action and effort along this line. Your Specification Chart should be accepted with much favor and profit by all printers." *[From Kirksville, Missouri]*

"The Specification Chart is another incident of your progressive work and should prove of inestimable value to the trade at large" *[From Milwaukee, Wisconsin]*

"We heartily endorse your views of too many grades and kinds of paper at variable prices." *[From Jackson, Michigan]*

"We endorse your program in straightening out the situation regarding bond papers." *[From Springfield, Mass.]*

"We are entirely in sympathy with your advertising program and we cannot understand why any printer should not be willing to get back of your proposition on bond papers." *[From Omaha, Nebraska]*

"We have felt for some time that an earnest effort should be made along the lines of the program which you have outlined." *[From Kansas City, Missouri]*

"There are altogether too many brands of bond paper on the market and they confuse the buyer, and the printer. We endorse your Specification Chart." *[From Honesdale, Pennsylvania]*

"Your Specification Chart for the guidance of buyers of bond paper is excellent." *[From Cleveland, Ohio]*

"We are glad to co-operate with you on any plan which will give a better service and a better product to our customers." *[From Baltimore, Maryland]*

"We absolutely believe that the elimination of the confusing number of proposed grades and different prices of paper, would be beneficial to the entire printing industry." *[From Worcester, Mass.]*

AMERICAN WRITING PAPER COMPANY
Makers of Eagle-A Bonds, Linens, Ledgers, Covers,
Book Papers and Announcements
Holyoke, Massachusetts

THE SPECIFICATION CHART OF BOND PAPER USES

Each of these nine grades of Eagle-A Bond Paper is produced on a volume basis, with all the resulting economy in manufacture and distribution.	The Controlling Factors in the use of all Bond Papers								
	PERMANENT			SEMI-PERMANENT				Temporary	
	Rag Content Papers							Sulphite Papers	
Chief uses of paper in modern business	Coupon Bond	Agawam Bond	Persian Bond	Contract Bond*	Airpost Bond	Chevron Bond*	Acceptance Bond	Norman Bond	Telephone Bond
Letterheads	A1	1	2	2	3	3	3		
Invoices	A1	1	2	2	3	3	3		
Statements	A1	1	1	2	2	3	3		
Checks				1	2	3	3		
Drafts			1	2		3	3		
Notes			1	2	2	3	3		
Purchase Orders		1	1	2	2	3	3		
Contracts	A1	1	1	2	2	3	3		
Receipts			1	2	2	3	3		
Inter Dept. Letters							1	2	3
File Copies							1	2	3
Acknowledgments			1		2		3		
Price Lists				1		1	2	3	
Mortgages	A1	2	3	3					
Deeds	A1								
Stock Certificates	A1	2	3						
Policies	A1	2	3	3					
Inventory Forms				1	1	2	2	3	
Requisitions				1	2	2	3	3	
M'f'g. Orders				1	2	2	3		
Receiving Reports							1	2	3
Stock Reports				1	2	2	3	3	
Time Slips							1	2	3
Memo Slips							1	2	3
Reference Booklets						1	2	3	

KEY TO ABOVE CHART
A1—Extra First Choice 1—First Choice
2—Second Choice 3—Third Choice
*Recommended for Offset Lithography

Four factors are considered in the above classifications: (a) Appearance, (b) Long Life, (c) Printing qualities, (d) Probable handling (in office, in mail and at destination). First choice provides maximum protection; others a slight sacrifice of one or more of the factors.

Coupon Bond A strictly First Grade, Pole Loft Dried Paper, made from new white hard rags. Will retain strength and color indefinitely. Supremely impressive in appearance, with the 'feel' and crackle found only in the very highest class of Bond Paper.
Made in White and Six Colors

Agawam Bond A High Grade, Pole Loft Dried Paper, containing a very high percentage of the best new rags. Clear white in color, of impressive appearance, and designed for general use where a very substantial paper of extremely long life is desired.
Made in White only

Persian Bond Pole Loft Dried Paper of High Rag-content, having much the appearance of higher grade bonds. A popular paper combining quality-appearance with moderate price. Will last for a generation. *Made in White and Three Colors*

Contract Bond Pole Loft Dried Paper of substantial Rag-content with high factors of long life and resistance to wear; smooth finish, and particularly adapted to Offset Lithography.
Made in White and Eight Colors

Airpost Bond. Festoon Loft Dried, Rag-content Paper with much of the strength and rich appearance of a higher grade paper. It combines Quality-Appeal and moderate price.
Made in White and Six Colors

Chevron Bond Pole Loft Dried Rag-content Paper. Maximum Bond Paper opacity. Smooth finish. Especially adapted to high speed Offset Printing. *Made in White only*

Acceptance Bond Air Dried Rag-content Paper with a rich surface appearance, and clear white color. In great demand for large edition work on forms, circulars, letters, etc., because of its low price and wide range of colors.
Made in White and Seven Colors

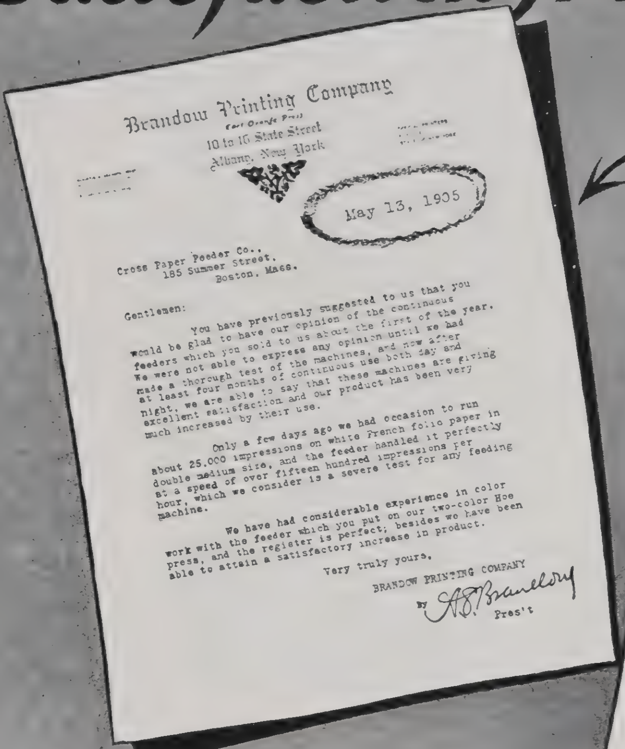
Norman and Telephone Bond are Sulphite Pulp Papers, recommended to be used for temporary purposes only. Made in White and a wide range of Colors adapted to Factory and Office Forms. Norman Bond is a No. 1 Sulphite Grade. Telephone Bond is a No. 2 Sulphite Grade.

The right paper for the purpose!

MARK OF QUALITY-STANDARDS
This watermark identifies Eagle-A Bonds

EAGLE-A *Bond* PAPERS

Satisfaction from the Start



Brandow Printing Company
Fort Orange Press
10 to 16 State Street
Albany, New York

May 13, 1905

Cross Paper Feeder Co.,
185 Summer Street,
Boston, Mass.

Gentlemen:

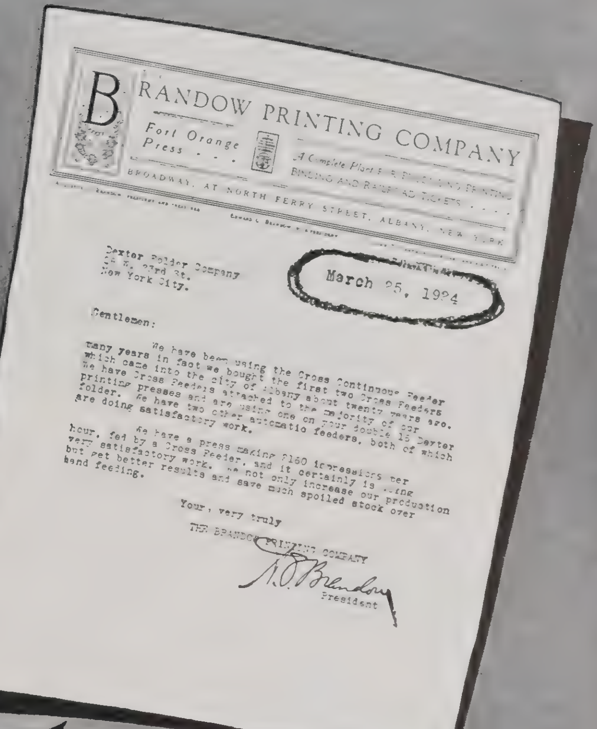
You have previously suggested to us that you would be glad to have our opinion of the continuous feeders which you sold to us about the first of the year. We were not able to express any opinion until we had made a thorough test of the machines, and now after at least four months of continuous use both day and night, we are able to say that these machines are giving excellent satisfaction and our product has been very much increased by their use.

Only a few days ago we had occasion to run about 25,000 impressions on white French folio paper in double medium size, and the feeder handled it perfectly at a speed of over fifteen hundred impressions per hour, which we consider is a severe test for any feeding machine.

We have had considerable experience in color work with the feeder which you put on our two-color Hoe press, and the register is perfect; besides we have been able to attain a satisfactory increase in product.

Very truly yours,
BRANDOW PRINTING COMPANY
By A. B. Brandow
Pres't

and Equally Well Satisfied To-day



BRANDOW PRINTING COMPANY
Fort Orange Press . . .
A Complete Plant for [illegible] Printing, Binding and Railroad Tickets . . .
BROADWAY, AT NORTH FERRY STREET, ALBANY, NEW YORK

Dexter Folder Company
28 W. 23rd St.
New York City.

March 25, 1924

Gentlemen:

We have been using the Cross Continuous Feeder many years in fact we bought the first two Cross Feeders which came into the city of Albany about twenty years ago. We have Cross Feeders attached to the majority of our printing presses and are using one on your double 16 Dexter folder. We have two other automatic feeders, both of which are doing satisfactory work.

We have a press making 2160 impressions per hour, fed by a Cross Feeder, and it certainly is doing very satisfactory work. We not only increase our production but get better results and save much spoiled stock over hand feeding.

Your, very truly
THE BRANDOW PRINTING COMPANY
A. B. Brandow
President

Your AUTOMATIC FEEDER experience can and will be the same if you install DEXTER or CROSS AUTOMATIC FEEDERS

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York City
Sole Selling Agents for CROSS AUTOMATIC FEEDERS

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS

E. G. MYERS, Dallas, Texas DODSON PRINTERS' SUPPLY CO., Atlanta, Ga. H. W. BRINTNALL CO., Los Angeles and San Francisco

FEEDERS FOLDERS CUTTERS STITCHER-FEEDERS BUNDLING PRESSES

A Satisfied Stoneman

The problem of removing caked ink from type-forms, cuts and color fountains is no problem at all in shops that depend on Phenoid Instantaneous Type Cleaner. Phenoid quickly removes old and hardened ink. It dries immediately, saves type and labor in the print shop.

Put Phenoid to the hardest test you can think of. That's the best way to form an estimate of its worth.

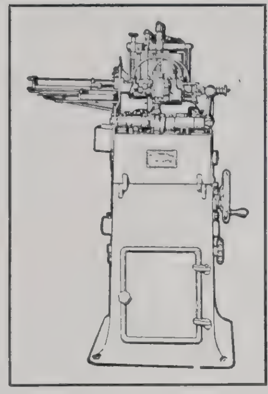
Send for a Trial Quart

If for any reason Phenoid fails to come up to your expectations, we agree to cancel the charge.

Quarts $1.00 Gallons $3.00

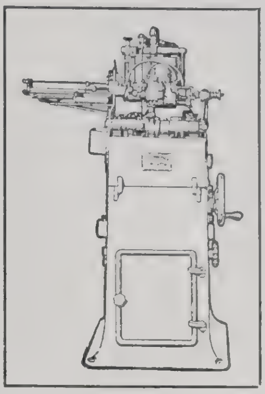
PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

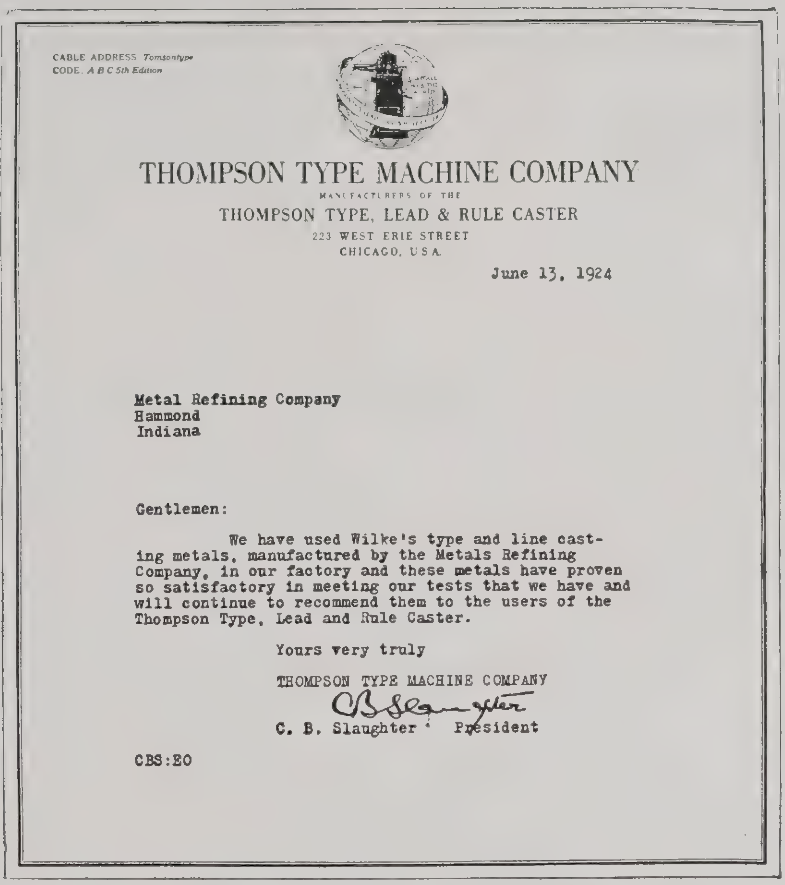
Chalmers Chemical Company
Specialists in Solvents and Detergents for Over Twenty Years
123 Chestnut Street, Newark, N. J.



The Thompson Type Machine Co.

Recommends "Wilke's" Metals





CABLE ADDRESS *Tomsontype*
CODE. *A B C 5th Edition*

THOMPSON TYPE MACHINE COMPANY
MANUFACTURERS OF THE
THOMPSON TYPE, LEAD & RULE CASTER
223 WEST ERIE STREET
CHICAGO, U.S.A.

June 13, 1924

Metal Refining Company
Hammond
Indiana

Gentlemen:

We have used Wilke's type and line casting metals, manufactured by the Metals Refining Company, in our factory and these metals have proven so satisfactory in meeting our tests that we have and will continue to recommend them to the users of the Thompson Type, Lead and Rule Caster.

Yours very truly

THOMPSON TYPE MACHINE COMPANY
CBSlaughter
C. B. Slaughter · President

CBS:EO

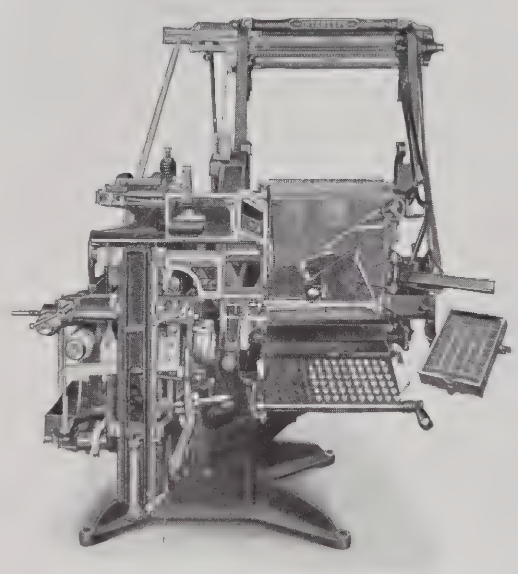
WILKE'S

THE HIGHEST STANDARD OF TYPE METALS

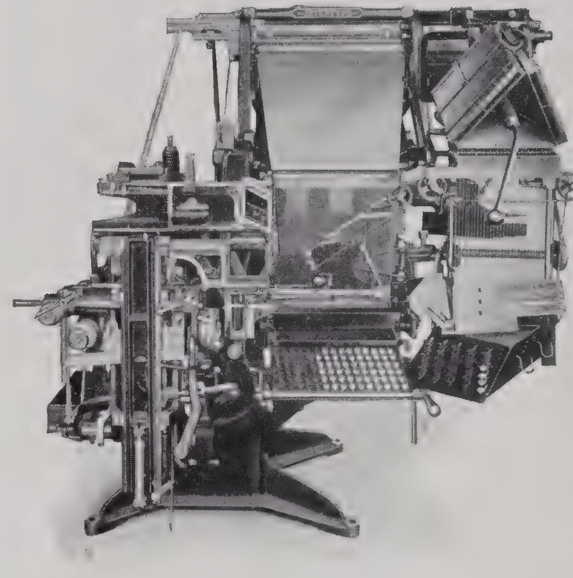
METALS REFINING COMPANY
HAMMOND, INDIANA

WAREHOUSES AT — Boston, Chicago, Cincinnati, Cleveland, Detroit, Hammond, Kansas City
Louisville, Milwaukee, Minneapolis, New York, Omaha, Pittsburgh, St. Louis

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



Standardized Basic Unit



Completed to Suit Buyer

One Basic Unit

When you buy an Intertype you do not tie up with any one "Model" which may become obsolete in a short time. Instead you buy a standardized basic unit, completed to your order with just the equipment that meets your present requirements. Later you can add other units — more standard magazines, or a power keyboard side unit, or any new standardized improvements that may be developed in the future.

The pictures above tell the story. At the left is the standardized basic unit. At the right the machine is shown completed with three main magazines and a power keyboard side unit carrying three side magazines.

Your standardized Intertype never becomes obsolete, for you can always add new units, or new improvements, to keep it up to date.

Shall we send our nearest representative — without obligation on your part? Or do you prefer full details by mail? Write or wire collect.

INTERTYPE CORPORATION *General Offices and Eastern Sales Department* 50 Court Street BROOKLYN N. Y. *Branch Offices*: CHICAGO Rand-McNally Building; MEMPHIS 77 McCall Street; SAN FRANCISCO 560 Howard Street. *Sales Offices*: BOSTON 49 Federal Street; LOS ANGELES 1240 South Main Street. *Canadian Representatives*; Toronto Type Foundry Co. Ltd. TORONTO. *British Branch*: Intertype Limited 15 Britannia Street King's Cross LONDON W. C. I.

INTERTYPE

National Printer-Journalist

Copyright, 1924

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE, News Editor
GEO. A. JUST, Technical Counsel
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 406 McKerchy Bldg.
ST. LOUIS—M. M. Shurman, 713 Star Bldg.
LOS ANGELES—Coast Pub. Co. 756 South Broadway
SAN FRANCISCO—C. M. Minier, 513 Pacific Bldg.
SEATTLE—C. M. Minier, 405 Walker Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 | Milwaukee, Wis., July, 1924 | No. 7

Merchant-Tailored Printing at Keene (N. H.) Sentinel

95 Years of Combined Experience Directs Customers as Well as Plant

By J. E. BULLARD

THE Keene (N. H.) Sentinel, is located in a thriving place of 12,000 about 50 miles southwest of Concord, the state's capital. G. F. Beane is editor. The weekly edition is accredited with 2,800, and the daily with 3,600 circulation by recent directories. Its job department is exceptionally well managed and equipped, and unusually successful.

◆ ◆ ◆

THE Keene (N. H.) *Sentinel,* does not get out job printing. It *does commercial printing.* It does not ask for business on a price basis. It secures business on a quality basis. It does not offer mere printing at all. *It sells advertising.*

The first copy of the New Hampshire *Sentinel* was issued by John Prentiss at the Old Printing Office in Keene, on Saturday, March 23, 1799, and up to a few months ago continued to have as a managing editor a Prentiss. The John Prentiss at present connected with the paper, however, is devoting his attention to the commercial printing department.

The paper has as business manager Col. Clement J. Woodward who has served in this capacity for 53 years, having purchased an interest in it in 1870, when he was 20 years old. The New Hampshire *Sentinel* has continued to publish a weekly edition, but in 1890 it established a daily, the Keene *Evening Sentinel,* a paper which has an eight-column page and runs from eight to eighteen pages per issue. It is reported to have more leased wire service than any other paper in the state.

Mr. Woodward really has been connected with the paper since he was 13 years old, and began to sell papers and do various odd jobs about the plant outside of school hours. He has always lived with and for the paper, and though too busy to seek political office, he has been twice sent to the state capital as a representative, and once as a senator, while during the term of ex-governor John McLean, he served on the governor's staff, attending in that capacity the Russio-Japanese Peace Conference at Portsmouth, N. H. He is president of the Keene National Bank.

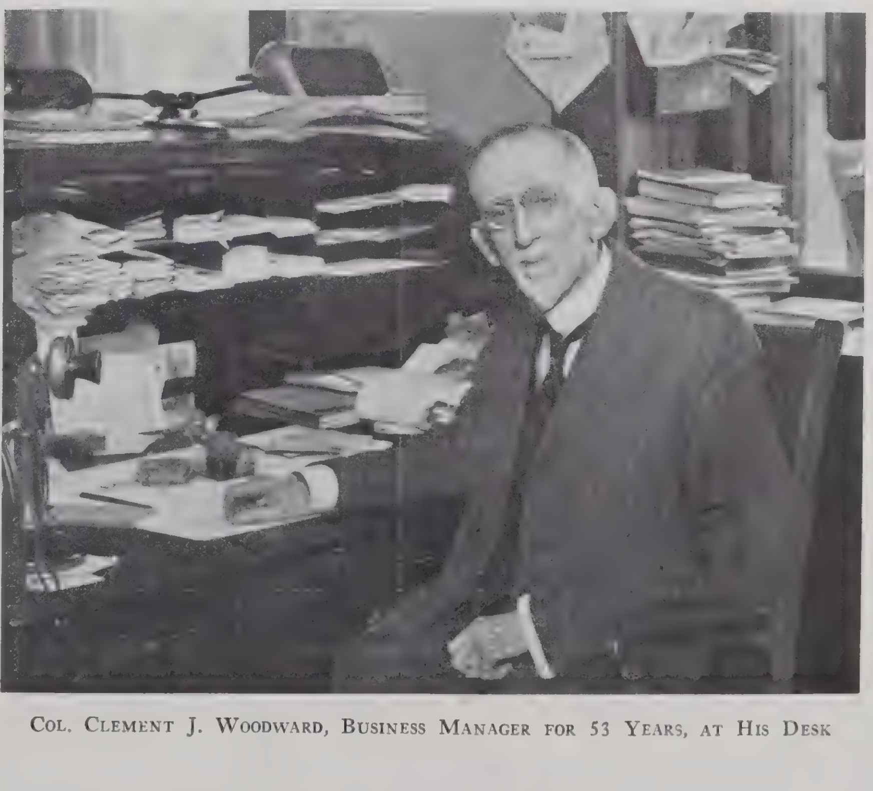
THE company occupies its own building, a four-story structure in the center of the city, erected in 1892. The equipment is thoroughly up-to-date. The newspaper is printed on a new Cox-Duplex located in the basement. The two upper floors are occupied by the commercial department, the mechanical equipment of which is shown in the *"NPJ"* blue print layout on page 18.

Periodically trips are made to study some special feature of the printing business. For example, before installing the present lighting system a trip was made to study the lighting in various printing plants.

Walter E. Bullard, superintendent of the commercial printing department began work in that department in 1888. He learned his trade there. His experience of 35 years added to the 60 years of Col. Woodward gives the seeker after printed advertising the advantage of a combined experience of 95 years.

This is the background against which (or, if you wish, the foundation upon which) the commercial printing department builds its success.

(TURN THE PAGE)



COL. CLEMENT J. WOODWARD, BUSINESS MANAGER FOR 53 YEARS, AT HIS DESK

Both the business manager and the superintendent are life long residents of the city. They know the business men of the city intimately and know the peculiar problems of each. The business manager is a man in whose business judgment everyone in the community has great faith. The equipment is efficient and kept fully up-to-date, and complete enough to handle any printing job that may come to the company.

One of the pieces of direct mail matter the company sent out contained these words: "We do not solicit an opportunity to cut prices, but we do solicit an opportunity to increase results."

When a job is brought into the place, it is not just a matter of taking the job and giving a price on it. The task is, talking over the results it is hoped to secure and assisting in working out a piece of printed matter which will secure these results. The actual cost of the work does not enter into the case so much as the results per dollar invested. This often means a better and a more "expensive" job, the use of colors where color had not been considered, a different lay-out, or something else that is better than the original proposition.

If a concern wants to use direct advertising matter to increase sales, or is even merely considering it, this company draws up plans, writes copy and assists in compiling the best mailing list.

In addition the *Sentinel* Printing Company practices what it preaches. It keeps its shop filled with work by using direct mail matter itself.

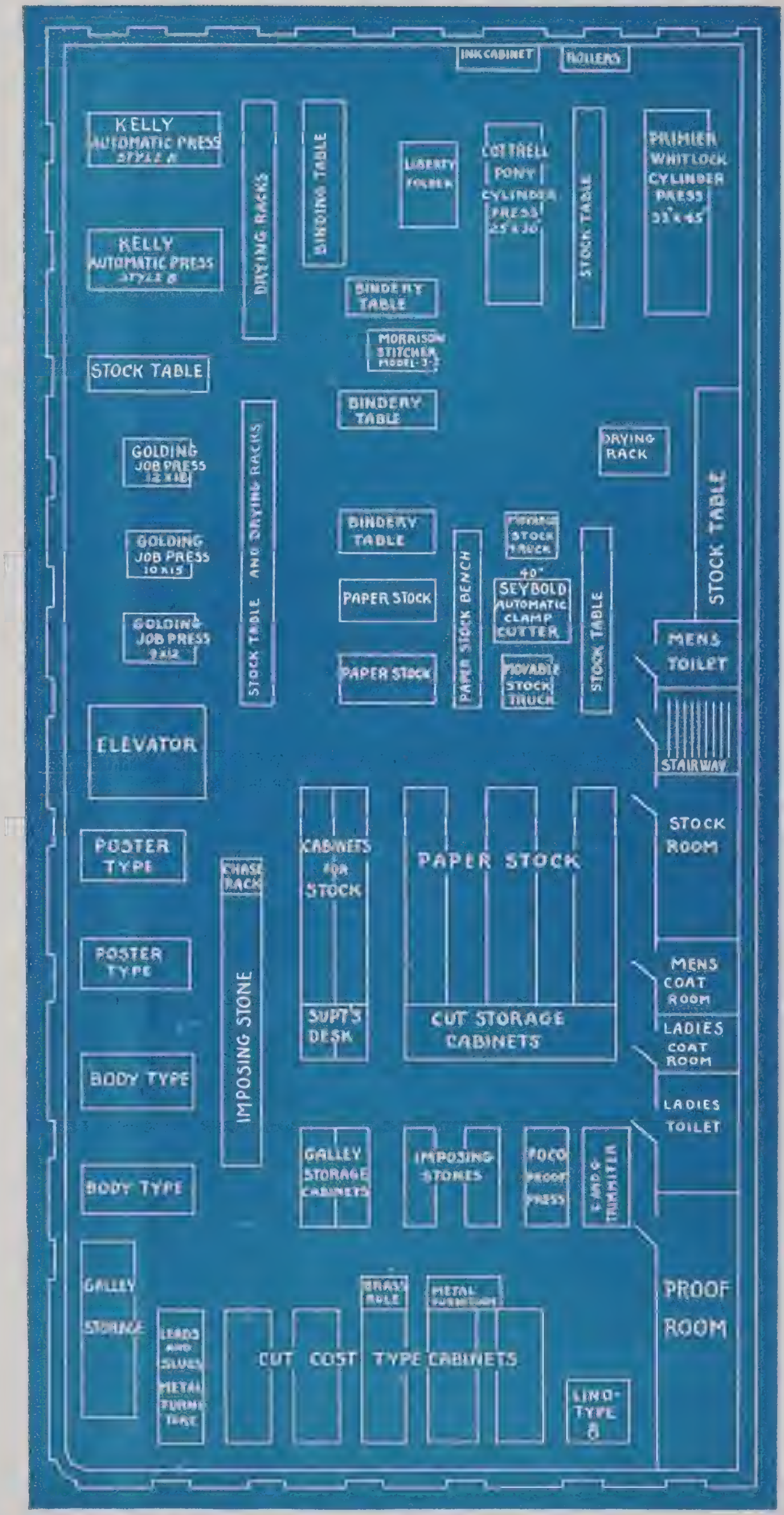
Mr. Bullard is constantly making a study of printed matter and what can be accomplished through printed matter. *The direct mail matter he uses to secure business for the concern is used partly to test out ideas.* The information passed on to the customer, the advice given him, is based on facts and experience.

Suppose a customer wants some letterheads printed. Perhaps the old ones have not been quite as effective as they might have been. This letterhead is studied to find out if it really breathes the true atmosphere of the business which it is to represent. A different style of type, a better quality of paper, something added to give it a distinctive feature, makes the new letterhead have a greater sales appeal to the people to whom the concern writes.

The company carries numerous designs in type faces so that the different customers may have distinctive printing.

As a matter of fact, of the *Sentinel* Printing Company it can be said that *it renders a printing service not unlike the service of a high class merchant tailor. The printing is fitted carefully to the customer.* It is given a style that lends distinction to that customer. The printed matter sold to two different

Commercial Printing Department Layout Founded by John Prentiss in 1799



Two Upper Floors of Four Story Building Are Devoted to the Commercial Printing Department customers is never exactly the same. There is never the appearance of the matter being ready made. After all, isn't *job* printing much like ready-to-wear and *commercial* printing like merchant tailoring?

THIS policy has resulted not only in building up a large printing business in Keene, but also in securing much business from distant points.

It requires considerable courage to change from one printer to another after the first one has been able to help solve in a satisfactory manner a number of sales problems.

Accordingly, after the *Sentinel* Printing Company has learned the problems of each customer, and has solved them satisfactorily, it is not at all difficult to continue to secure all or practically all of the printing of that customer. This means a lower selling cost, more steady work for the department, and less labor turnover and at the end of the year a more satisfactory profit.

Pity These Press Agents of the Press

By ROBERT S. MERRILL

A STORY that stuck in the mind was that one in Chicago not long ago about the 18-year-old printer, who when he learned that he had fallen heir to $2,000,000 announced:

"I guess I'll go back to Southbridge and start a cracker-jack printshop. That town's about ripe for one."

A shocked interviewer mentioned something about "higher ambition than printing."

"That's the 'bunk'," the heir responded. "I like printing and what a fellow likes he ought to do."

PERHAPS the news story wouldn't have stuck so if it had not come along about the same time that I had become impressed with the fact that there certainly were a lot of country editors **whining** about their business and its hardships. It's not a new thing, this flood of self-pity, but I had always been too close to it to realize that it was **poor business.** Not until I was ten years away from regular work in a small shop did I **see it as the public sees it.**

I had occasion to go through quite a pile of weekly papers. And the way that paragraphs lamenting the hard lot of the country editor turned up, was startling. If it had occurred to me to clip them and mount them on a big sheet of wallboard, what a mournful "wailing place" could have been exhibited!

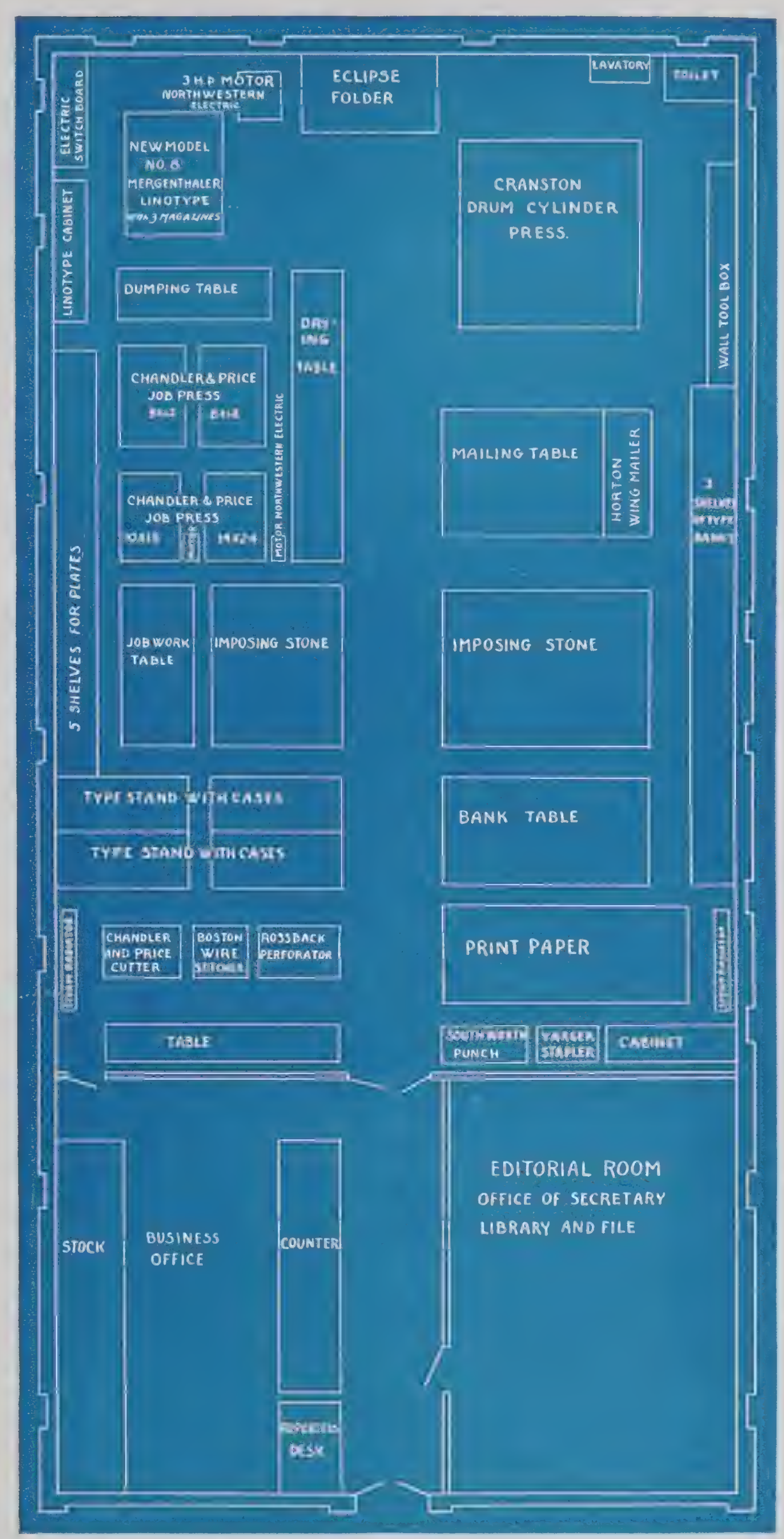
Imagine a **press agent** putting over stuff like that—getting a man to complain that his business is one that cannot command respect nor an honest compensation for services rendered!

Or, was it a **press agent** who knows certain "weaknesses"?

The unfortunate thing is that these things often are run in papers that are doing a fair business. Some of them are "good stuff" if viewed strictly as shop-talk. But **too many readers of the paper are literal-minded and take these mournful paragraphs as meaning just what they say!**

ALL business men have their troubles, but they don't turn them loose upon the public to their own financial disadvantage.

Thriving Newspaper and Job Plant in Mississippi Operates Efficiently



LAYOUT OF THE CHARLESTON (MISS.) MISSISSIPPI SUN; NOTE THE COMPARATIVE SIZE OF THE EDITORIAL ROOM! (*Story on Next Page*)

"Skipper" Meriwether Puts *Black* Heads on *Good* News

Famous New York Reporter Upsets Traditions Going Back to the Old Town, and Wins

By NORTON JAMES

◆ ◆ ◆ ◆ ◆ ◆ ◆

WALTER SCOTT MERIWETHER

City Star Who Left Scoops and Beats for Rural Printing-Journalism

◆ ◆ ◆

Four years ago a city newspaper man of 30 years' experience known from coast to coast for his exceedingly sensational news beats, made good on the stock longing always entertained by a large number of the city boys, to have a country newspaper. His chiefs and fellow workers in New York and other cities have been amazed at what he has done. First, he summarily dropped out of a spectacular race for "scoops" in which he was a leader; second, *he started a new country paper,* neither hiring out to one, nor financing the purchase of an established plant. Again, he completely reversed every rule of the game as he had practiced it for thirty years: He set out to prove that wholesome news should be and can be made just as attractive to newspaper readers as sensationalized, crime news.

He appeared to discard, almost on the instant, all of his remarkable skill in reporting and writing news.

Did he? Although he still talks about his venture as "an experiment," colleagues who have looked into matter aver that it has gone away beyond the experimental stage and is a success.

Walter Scott Meriwether, known to hundreds of metropolitan and country newspaper men of yesterday and today as "Skipper," now owner and publisher of the Charleston (Miss.) *Sun,* is the man in this story.

The *Sun* is a weekly, established in 1920. Charleston, Miss., is a town of 3,107 with cotton and lumber as its "bread and butter." The *Sun* is credited by directories with little short of 3,000 paid subscribers at this time. It comes out Thursdays.

Has Mr. Meriwether really discarded the skill of thirty years' building, or is he employing it in a better, advanced way?

To *"NPJ"* that's not only an interesting but a vital question in these days of attacks on the press—days that clearly signalize some kind of a foment in journalism and its relation with, and service to, the public. Mr. Meriwether cheerfully replied to questions calculated to get something practical out of his venture, for his contemporaries in small as well as large fields.

"Tracing to its source the evolution of this idea, I find at the beginning of it—Harry K. Thaw!" he said. "In the course of my city newspaper work I had occasion one day to refer to something in Thaw's hectic career, and was appalled at the number of fat envelopes packed with clips. I was told, moreover, that the section I was searching, was only a small part of the entire array. Later on, the obliging head of the biographical department supplied me with a memorandum of the entire number of envelopes, along with the quantity of some others whose names had been made familiar to newspaper readers.

"This showed that Thaw had occupied as much newspaper space as a dozen Presidents. Edison and his many achievements had not employed nearly so much type, not by a good deal. The clips on the famous architect Thaw had slain, were insignificant in comparison. The Thaw envelopes outnumbered those on the Panama Canal.

"It started this train of thought: Suppose all of that newspaper energy and enterprise had been concentrated on some worth-while purpose or group of purposes, something whose accomplishment would have been of public benefit?

"Oh yes! I know the public read the Thaw stories, and just as avidly reads the details of other notorious crimes and scandals. But what actual satisfaction or good results come from the reading?

"The outcome of that line of thought is the experiment referred to in your query—the establishment of the newspaper I am now publishing.

"The community in which this experiment was tried is by no means an unsophisticated one. At an alumni dinner the other night there was a half-hundred graduates from one college alone. Our girls go to Vassar and Columbia, and to our fine State College at Columbus. Our young men graduate from Yale and Harvard. Most every day sees the return or departure of visitors to Chicago, Cincinnati, St. Louis, New York, New Orleans, Atlanta and other cities. Thus very few here are unfamiliar with the newspapers of the larger cities and their treatment of news.

"So when, fresh from the largest of them all, this editor established his newspaper here, there was an undisguised curiosity as to how he would treat news.

"Almost co-incidently arose a *cause celebre,* one of our well known citizens deserting his wife and children and eloping with his young sister-in-law. Many guessed there would be stream lines and big type screaming.

"There was a stream line and black face type. But the story upon which they were imposed was built upon an A. P. flash that the U. S. Supreme Court had set aside the injunction which had been brought against the Farm Loan Act, one which at the moment was of extreme importance to our stricken farmers. A full history of the case, and interviews on what it meant, almost filled the entire first page.

"Those interested in the elopment found every essential fact, but found them compressed within ten lines, in small type and under a one line head.

"That is the general policy I have pursued. A grand jury in our bailiwick was in session the other day. Now let me quote you the unemotional report of our correspondent. Here it is:

" 'We now have such a quiet and law-abiding class of citizens that Circuit Court does not disturb us any more. We live such orderly lives that very few of us are required to go before the Grand Jury, and when we do go, we don't know anything to tell.'

"To this I would like to add this letter:

> Editor, Mississippi Sun:
>
> I think this will interest you. It is an impression I have gained of your section just by reading your paper, which my son began sending to me last year and which I am going to subscribe for as I frequently miss copies. It is such a relief to turn from the big city papers we get up here with their big articles on crime,

New Home and Job Department of the Washington (Pa.) Reporter and Observer

A Type of Modern Newspaper Plant Architecture

A feature is the bulletin board in the large window at the south of the business office. This has a double frame, so bulletins may be inserted from the inside. The lighting of the job department is unusually good. The building is 60x152, and has foundations for five stories; business office 50x60; editiorial, 35x45; job, 60x72; composing, 60x62; storage 38x72 feet. A Goss unit type "squad" with two folders, handles the editions and is electrically driven and controlled.

murder, thefts, robbery, scandal of all sorts and disorders of all kinds, to a newspaper printed in what I know to be an ideally pleasant community in which to live, "far from the maddening crowd," with no strikes or anything of that sort. Some day I hope to make a visit to that pleasant south land and see for myself just what it is like.

—*S. C. F.*

Aurora, Ill., May 22.

"Conducted along lines which are completely the reverse of the sensational, I naturally did not expect any sensational success. But the newspaper I am building up is steadily increasing in circulation, and I know of but one other weekly in the entire state with a greater volume of advertising.

"To me the important thing is the more satisfying life it affords, and the consciousness that the paper is an upbuilding influence and a constructive force."

I know it to be a fact that Mr. Meriwether is prosperous and enjoys much contentment. He appears to have proved his point to a degree, that "if newspapers will magnify good news and play down evil news, good will grow and evil will diminish." He does not, however, hide or repress news of evil. He's not an ostrich-minded editor. That is clear, too. But he refuses to embellish, play up and sensationalize evil news. It appears to me that he has just exactly reversed the basis which many newspapers today believe to be the successful one, from which to judge news values. His ideal is attractive.

There wasn't much time to talk with Mr. Meriwether about the purely commercial and production angles of the *Sun*. The building is a modern stone and concrete structure, with a frontage of 38 feet and a depth of 87 feet, single story, and lighted from overhead by two skylights, 16 x 14 feet. A mezzanine floor over the editorial and business offices, is used for storage.

"We have no special method for getting job work, as the work that comes in is sufficient to keep us busy," he said. "Mechanical force consists of foreman, Linotype operator, printer, apprentice and helper.

"In regard to circulation: Our chief reliance is our news. We report all local happenings and have *thirty-six correspondents in this and adjoining* counties. We furnish these with a Correspondent's Guide Book, outlining what is news and how to write it. We pay these correspondents at the rate of $2 per column for such of their matter as we use, also furnish them with stamps, stationery and a free subscription.

From

The Ex-Star

to the City Boys

We have good automobile highways, and abundance of game and fish, sufficient leisure for gun and rod, delightful climate, fine neighbors and a fine community, whippoorwills to lull you asleep o'nights, mocking birds to awake you in the mornings, magnolias and crepe myrtles to delight the eye.

"And when I reflect upon the serenity and satisfaction of it all, I think of those dear old frosty-headed veterans with whom I toiled for so many crowded years, veterans still in the hurly-burly and no doubt guessing as to when some new consolidation will leave them stranded.

"At such times I give a fervent wish that these old boys do as I have done, beat it to their old home town, if they have one, get a newspaper of their own, and live happy ever afterwards."

—*Walter Scott Meriwether.*

"You will note that we carry several 'features,' the list including Dorothy Dix talks, serial fiction story, Summary of the Important Events of the Week, Legislative News Letter by the Lieutenant Governor of the State, reporting the session of the legislature; a double-column, With Our Lawmakers in Congress, County Agent's column, Farm, Garden and Orchard Notes, from the Department of Agriculture; Memphis Cotton Market; Dr. Fitzwater's Sunday School Lesson, and a column set apart for items of interest to negroes."

Mr. Meriwether actually does more to get job work than merely wait for it to come in. The advertising department is very progressive and active. Frequent folders and circulars, simple in construction, tell about the field. He plays up such items as the individual and total payrolls of his community, lists the number of various commercial and manufacturing establishment—lets such facts stand out so they can be seen. He is shy on adjectives in these business-pullers.

One circular contained letters from some of the most widely known officials and publishers in America to Mr. Meriwether, received at the time he broke away from New York, for the old home town, and black heads on the good news.

"I Didn't Know That I Couldn't"

The Difference Between Real Printer-Journalists and Others

The Vice-President of the United States one night last summer was routed from a deep, midnight sleep—secure in the rest from a day of pitching hay in the high sun. In a simple farm-house sittin' room of New England, he became the President of the United States of America. He succeeded a master printer-journalist.

This event, just like almost all tremendously big news, tore suddenly the veil of time, and seemed to demand instantly more than could be done.

Colonel Coolidge, father of the new President, progenitor of the pithy measuring of speech of the White House today, brought in the oil lamp and gave the oath of the highest office in the land. To his boy!

Recently Colonel Coolidge was asked—so I read the other night in a pile of magazines in the sewing room at home, (in the *Ladies' Home Journal,* I believe)—"How did you know that you could administer the presidential oath to your own son?" He replied:

"I DIDN'T KNOW THAT I COULDN'T!"

This apparently merely interesting incident, the scanning of the few lines of picturesque words in type, marked for me a big event, the discovery of a rare jewel.

For ever so many years I have been searching for an expression, a phrase, or Something that *actually* expresses the Working Spirit which is found *only* in the realm of printing-journalism—that spirit which we meet with only in the offices and mechanical departments of the newspaper plant; that *pervading animus* which we see most vividly when there is big news breaking, when the edition *is late,* when last-minute corrections *must* be made in an ad or in a job form, when something *must* be done *at once,* and there seems to be no way to do it!

I have not found it in commercial and business life apart from the field of printing-journalism, never in any of the other vocations or avocations into and out of which time has slipped me.

Now we have it: *"I didn't know that I couldn't."* If printing-journalism never gave any other contribution to the progress and advancement of the world, than that spirit which these words so aptly express, which true printer-journalists give freely and in every moment—that would be *a plenty!*

John Meyer.

They Planted the Old Hatchet and Grew Newspaper Record

After a 15-Year Scrap, Joined Coast Daily in 5,000 Town Equals Population With Subscriptions

By Bert G. Bates

Secretary, Roseburg (Ore.) News-Review

A snapshot of Mr. Bates at his desk in the News-Review office is reproduced on the front cover of this issue.

I have been asked to tell how the Roseburg (Ore.) *Daily News-Review* carries a circulation larger than the population of the city (a few less than 5,000) in which it is published. Any town with a population up to 8,000 has no use for two dailies—we tried it in Roseburg for about 15 years and neither paper was a financial success.

When the two papers of Roseburg consolidated they had a combined circulation of 3,200 copies, after all duplications had been eliminated, which were few in number.

B. W. Bates, former editor and manager of the *Evening News,* was put in charge and still is the editor and manager of the *News-Review.* Experience in any and every department of the plant has proved helpful from a newspaper as well as a mechanical standpoint. Men have been drawn into service who earnestly work for the best interests of the plant. They have their ear to the ground and are alert to act on sane suggestions offered. We make our office the headquarters for the news of the world, and we give it to the people. If extra editions are required we roll out of bed in the middle of the night and set the wheels in motion to deliver the goods at the breakfast table.

If a big event is to be staged on any particular holiday, a part of our force plans to forego its pleasures on that day and remain on duty to bulletin the news as supplied to us by the Associated Press and the United Press, both of which services are carried.

We make a specialty of handling local news. *We believe that the local item is of more value to our paper than any scare-head story ever shot over the wire.* Oftimes we pull foreign news from forms to make room for a few more three-line locals.

We treat our enemies like brothers so far as the news columns of our paper are concerned—showing no partiality whatsoever. We listen to advice of close friends and have inaugurated a policy that assures the readers of our paper a truthful version of the daily happenings.

A firm stand editorially on public matters and a decided disrespect for illegal and questionable acts, a champion of good citizenship and always advancing every civic undertaking, and taking a stand for all things that help to purify the atmosphere of our beautiful city in the fertile Umpqua valley—these are measures of our policy.

The value of features in the smaller papers has been *proved* in our case. A humor column of paragraphs, captioned "Prune Pickin's" containing satire and wit at the expense of prominent townspeople, a good snappy serial story, a news pictorial service and the best possible news service obtainable, are a few of the features.

We do not offer premiums of any kind, have no bargain days, offer no baits in the way of getting new subscribers.

Local and foreign advertisers recognize our paper as the medium through which they are certain to secure the desired results. With the support of the advertisers a paper is bound to succeed but first of all you must offer something for the advertiser, and *there is no substitute for circulation.*

Overhead expenses have increased tremendously within the past ten years, and the alleged newspaper man who thinks he can put out a crackerjack daily publication with a can of ink, a pair of scissors and a proof press, with a motley following of political friends as his chief supporters, soon discovers his mistake.

Independence is the real keynote of newspaper success. This independence should not be of the perverted nature, but on the contrary, broad in the extreme. The printer-journalist not capable of running his own newspaper and job department without appropriating the advice of a handful of substantial citizens of the community may be a total failure, and when your customers learn that you are lacking in this important essential their faith in your ability at once is dissipated.

◆ ◆ ◆

Advertising Salesman, not "solicitor," should be used as the name for those selling space, according to a resolution adopted by the Association of Newspaper Executives in annual convention at Columbus, O., in June.

La Crosse (Wis.) Tribune "Inside" Staff Dedicates New Scott 48-Page Multi-Unit Sextuple at Housewarming; Frank H. Burgess, Publisher, in the Inset, and Also the White-Shirted Figure on the Press at the Right Center

Frank H. Burgess' Daily Entertains in Its New Model Home

ON June 27, when parts of the July "NPJ" were already "down", the LaCrosse (Wis.) TRIBUNE held open house to thousands of the home folks, and publishers from five states came to extend congratulations.

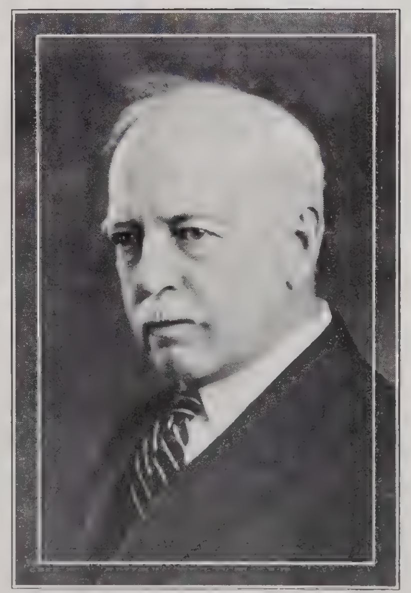
The day marked the opening of the rebuilt plant, one of the most striking of the many achievements of the picturesque and militant mid-western printer-journalist, Frank H. Burgess. President Adler of the Lee Group, of which the Tribune is a member, started the new press. The rebuilt plant was worked out during five months' of incessant labor, and entirely rearranged and reconstructed while the staff got out every edition every day. It was a floral bower on Dedication Day. A complete description and layout of the new plant will shortly be published in "NPJ"

Original Plans Fitting Each Section Produce Readers

Brooklyn Eagle Job Department Makes Good Credit Primary Consideration

By H. F. Gunnison

Vice-President, Treasurer and Publisher Brooklyn (N. Y.) Eagle



H. F. Gunnison

REPLYING to your letter, I am very glad to make the following observations: About two years ago one of the newspapers in a prominent Eastern city sent its circulation manager around the country to make a study of circulation methods, with the idea of formulating a plan for increasing the circulation of his paper.

On his return his conclusion was that there is no fixed plan that will make circulation and that the conditions in each community must be studied and original plans devised to meet those conditions.

During the last six months the *Eagle* has been broadcasting the Current Events Talks through one of the large broadcasting stations and the reaction from these talks has had a very favorable effect upon circulation.

The circulation of all New York papers always drops off during the summer months, also on Saturdays throughout the year. People do not seem to have the same interest in newspapers on the days that they devote to pleasure. For this reason *we never attempt any circulation drive during the summer months.*

For several years the *Eagle* maintained canvassers in *the rural districts* who solicited yearly subscriptions, but in recent years this plan has been abandoned and *we encourage our readers to buy their papers from newsdealers.*

IN REGARD to collections from job and circulation departments, this is not a problem with us. *We do not take any printing jobs unless we are sure of the credit* and our losses are rarely more than a fraction of 1%. As to circulation collections, if the dealers do not pay up as promptly as they should they do not get any papers.

We have recently inaugurated a bonus system in our circulation department through which a certain amount of money is divided among the men who obtained a fixed quota of circulation in their district. It has given the men a new incentive and has put new life and activity in that department.

State Association *SELLS AD-SPACE* Wholesale

Turning Point in Problem Bothering Country Press Comes When ALL PAPERS Are Listed

By Ole Buck

Field Manager, Nebraska Press Association

Every state press association has a dream of selling advertising space in a wholesale way for its members. Some have tried it more or less by putting out blue ribbon lists and other means. Some report fairly satisfactory results.

The Nebraska Press Association dreamed of such a business for years. It tried special lists but without enough results to amount to anything. Finally, it was decided that the only way to go about it was along the lines of a regular advertising agency, publishers' representatives. Accordingly, two years ago, after a large amount of preliminary work, *EVERY paper in the state was listed* and the start was made.

The first real try-out was in handling political advertising during the 1922 campaign. Results were fine. Candidates liked it because they could get intelligent information about any or all papers in the state and could reach the papers with a minimum of trouble and expense. One order covered any or all papers that were wanted, one check paid the bill. The publishers liked it because they had no more bad accounts for political advertising and because the business was increased.

During the interval between campaigns some business was handled but not much because of lack of help to properly push the business.

When the 1924 primary campaign opened there was an instant demand from both candidates and publishers for the same service and it was supplied. It was then that it was decided to take the plunge and try to put over the advertising department as a year-around, going business. Accordingly, Miss M. M. Hansen was employed as sales manager and placed in charge of the selling, full time and full salary.

This was an experiment in every sense of the word. There were no precedents to guide and no way of knowing whether she would succeed or fail. There was reason to believe that she might not succeed and that the association would be out several hundred dollars. Now, after a four-months' try-out, there is reason to believe that the new department is going to be a success and that it will continue to be a permanent part of association work.

This department is not yet entirely self-sustaining. Two girls are required to take care of it. Miss Hansen does the selling, Miss Naomi Buck, secretary of the association, takes care of the accounting and finance. Miss Hansen gives full time to the job. Miss Buck has to give about half her time to association work. Both work under the supervision of the field manager, who is responsible for their work. Commissions do not yet cover all expenses, but there is not a very large deficit that has to be made up and the outlook is good for the future.

It was a big job to get all the papers listed. And, then, the girls do not find anyone waiting to sign on the dotted line when an advertising contract is offered to them. Selling the space is a real job. It takes a high grade of selling ability and resourcefulness. But it can be done if the right people are on the job.

One of the reasons why this department is succeeding is because of the service that is offered. *With only three exceptions, all country weeklies, every paper in the state from the largest daily to the smallest weekly is listed. The association can sell full coverage for the entire state or any section, paper or group of papers that may be wanted.* All the advertiser has to do is to indicate what he wants and the girls are ready to take care of him.

The reason the association got nowhere so long as it tried to get by with a blue ribbon list, which included none but paid up members, is because *an advertiser wants coverage for the territory he has in mind. He doesn't care two whoops who are paid up members and who are not. When he asks for a certain territory, or wants all the county seat papers, or any other service he has in mind he must have just that.* Try to explain to him that certain papers must be excluded because they are not paid up members and an impossible burden is placed upon the selling department.

The only thing to do is to list every paper in the state, be prepared to give full service, the same service that an advertising agency offers. Then *have someone in charge of the selling who can really sell and someone in charge of the accounting who knows how to handle it.* The rest is, apparently, only a matter of hard, intelligent work. Anyhow, that is what seems to be winning in Nebraska.

Miss Naomi Buck
Secretary, Nebraska Association

• • •

Foreign Copy For Local Papers

By John Meyer

Hearing that the *Nebraska Press Association* has actually devised and put into use a plan for solving concretely on a state-wide scale the "foreign" advertising problem of the country newspaper members, *"NPJ"* asked Ole Buck, field manager, to tell the plan, how it works and the results. He cordially complied, with the unusually interesting and instructive article published herewith.

And, there is some "inside stuff" which Mr. Buck refrained from writing in his article, but which the managing editor of *"NPJ"* gets from presumably reliable authority. For instance:

Mr. Buck staked the whole plan two years ago, and he staked it again this spring, including salaries, office rent an' everything.

"NPJ" has repeatedly advanced the idea that *the problem can be solved.* It holds no brief for any particular method or plan, nor has it offered any recommendations further than to decry the "scrapping" among printer-journalists over details, which has beclouded the real points and increased the problem of the advertiser to get into the smaller newspapers with copy and campaigns.

IN NEBRASKA THE SECRET OF SUCCESS APPEARS TO BE THAT THE ASSOCIATION LISTED EVERY NEWSPAPER IN THE STATE, whether or not members of the asociation, AND THUS IS ABLE TO SERVE AN ADVERTISER PROMPTLY AND EFFICIENTLY JUST AS HE DESIRES TO BE SERVED.

Miss M. M. Hansen
Sales Manager

* * *

The expense of this department is taken care of by a 15 per cent handling charge that is charged on all business. This percent on political advertising pays all expenses and leaves a nice balance to go into the general fund. As mentioned before, the commercial end of the department is not yet self-sustaining. But, taken as a whole, the department is more than self-sustaining.

This department now issues a rate book, listing all papers in the state, and containing rates, circulations, and other information. This book is to be revised twice a year and it is distributed to all advertising agencies. This association has other ideas in mind for its advertising department, but they will have to be left for another article.

◆ ◆ ◆

H. C. Hotaling, executive secretary of the N. E. A., at annual in Oklahoma City, proposed that the association undertake the compilation of complete advertising information of all American newspapers, whether members or not.

Eighteen members of the Washington (State) Press Association, who entered a joint campaign to promote foreign space sales, as reported in *"NPJ"* a few months ago, have benefitted by "greatly increased volume of foreign space" according to the May issue of the association bulletin, *The Live Hook.* The group has a mailing list of 500 agencies in work. Both small and large papers have had more business.

Pacific Northwest Publishers' Association members are working out a sectional plan to advertise their territory to national space buyers, similarly as the campaign of the Southern which is co-operating with experiences and plans. The Iowa and other plans have already been described in *"NPJ."*

Day-to-Day Accounts Control Achieved by Famous Paper

Dovetail System, Machines Replacing Pen and Ink, Fully Described

By S. Wolfenden
Advertising Accounting Department
The New York Sun

Every edition of the New York *Sun* represents thousands of advertising accounts ranging from the dollar "want" to the thousand dollar display. And every one of the customers expects and, what is more, invariably receives accurate bills and statements. We do not sacrifice speed to obtain the accuracy; our accounting department keeps pace with the rapid rate of all others, and our accounting records are always as up-to-the-minute as the news.

To maintain such a standard is impossible with the older systems of bookkeeping, so in 1920 we discarded pen and ink methods and adopted a modern system of machine bookkeeping. Six machines (Underwoods) were installed, and although there has been a steady increase in the number of accounts, these six machines are adequate today for practically all our accounting. During the *four years* that this system has been in operation we have established a record of which we are proud: *ledgers have always been closed, and every statement has been out for our papers on the first of the month, without stress or overtime.* Briefly our system is as follows:

When the advertisement comes in, the counter clerk makes out an advertising instruction blank, which is pasted to the copy. The counter clerk then enters the name of the account and other data, *but not the charges,* on the proper "One-Time-Order" or the "Time Order" charge sheet. On certain days as many as fifty or sixty "One-Time," and ten "Time" sheets, each with fifty entries, are made out. This means quite frequently as many as 3,500 entries a day. Both kinds of charge sheet are classified as follows: General, Amusements, Radio, Real Estate, Help Wanted, and other miscellaneous classifications,

On the day the advertisement is printed, the ad copy and the newspaper in which the ad appears go to the charge clerk, who has already received the charge sheets. He measures the advertising of each account and checks it against the data on the charge sheets and the instruction blank pasted to the copy, and then enters by hand the charges, setting down the gross charges for all accounts in one column, and the net charges into the following five ledger divisions: A—E, F—K, L—P, Q—Z, and Transients. With a listing machine he totals the gross charges which are listed in the single column, and the net charges as listed for each ledger division. These figures serve as pre-determined totals for billing and posting.

The charge sheets then go into the hands of calculating machine operators, who check the charge clerk's extensions; that is, they determine whether the correct charge has been made for the number of lines set down to each account. In this way any errors are caught before postings are made.

The next step is *billing.* The charge sheets go to the various bookkeeping machine operators, who make out from them *a daily memorandum bill,* which *is sent immediately to the customer.* The total in the register of the machine at the end of each run must tally with the pre-determined total on the charge sheet. These totals are then posted to daily control sheets classified into both ledger and advertising divisions. At the end of the month the totals are recapped into a control ledger.

All cash is handled by the cashier, who detaches the checks, money orders or cash from the vouchers or return statements, and marks down thereon the amount received.

After the cashier has balanced the vouchers they are sent to the bookkeeping machine operators, who enter the amounts on a Cash Sheet having two columnar divisions, one for general advertising ledgers, and the other for transients. As with the charge accounts so with cash, the total in the registers of the machine at the end of every run must agree with the amount given by the cashier. The machine operators then post the totals from the registers of the machines direct to the control sheets.

We use the two customary forms of monthly statement; one for agencies and one for direct accounts, the difference being that both gross and net charges are shown on the agencies' statement, whereas only net charges are shown on the other. In both cases the forms are made out in triplicate; statement, collection record, and ledger sheet

(TURN THE PAGE)

being written in one operation. The collection record has the dates of the month printed across the top for checking and filing. The ledger sheet has an additional column for new balances. *We post the charges direct from the charge sheet, not from the memorandum bills,* as is sometimes done. Here again the machine totals must agree with the pre-determined totals at the conclusion of every run. Similarly, cash is posted from the Cash Sheet and the two totals, machine and Cash Sheet, are shown to be in agreement. As noted previously, machine totals are then copied direct to the ledger control sheets.

◆ ◆ ◆

THE *transient accounts* are handled differently. Quadruplicate sets of forms, card file size, in perforated sheets of six sets, are used. By having the sets connected, the number of operations in changing carbons and inserting forms into the machine is lessened. The original of the set is the bill, which is sent out immediately, so that it will be received by the customer on the day or the day following the appearance of the advertisement. The second form is a ledger record, the third a collection record, and the fourth a duplicate bill which is sent to the collection department with the collection record. Across the top of the latter are the month dates, and the day on which the bill is due is checked. In posting the transient charges from the charge sheet, again the machine totals must agree after each run with the pre-determined totals. If the bill is not paid when due, the collection department immediately places the duplicate bill in the hands of a collector. When the bill is paid the ledger record is so stamped and placed in file.

THE *Sun* has practically 3000 advertising contracts covering both general and classified advertising. A daily record of the status of each of these contracts is kept by posting the data directly from the charge sheets to a loose-leaf contract record book. These contract record books are all checked up at the close of business each month with the statements made out by the bookkeeping machines. *With this system,* which dovetails perfectly with the machine accounting system, *every customer can have, at any time, exact information as to the standing of his contract.* From the record book, monthly statements are made out informing the customer of the advertising space used to date, the agate number of lines used during each month, and the lines required to fill the contract.

Every phase of our accounting work is under day to day control. The spectre of error that hangs over the monthly trial balance with the pen and ink method of bookkeeping is no visitor here. The bookkeeping machines are almost as much to this department as the linotype is to the composing room.

A SNAPSHOT OF THE SUN'S AD-ACCOUNTING DEPARTMENT

◆ ◆ ◆ ◆ ◆ ◆ ◆

Wants Right for Printer-Journalists to Get Benefit of Tax Over-Payments

Inland Association Studies Situation Coming Out of Reviews of Former Payments Under Excess Profit Law and Takes a Stand of Wide Interest

WHAT about the excess profit tax? Newspaper and printing plants are being ordered to make back payments upon examination of their books by government experts. Arnold L. Guessner, of the Inland Daily Press Association Revenue Tax Committee, at the latest meeting of the association said that while the government contends it can go back any number of years, it limits individuals and corporations to a very brief time in which to recover on over-payments developed in the reviews. In many cases the over-payments outbalance the alleged underpayments. An effort is now under way to have Congress change the statute of limitations. The Inland adopted resolutions which are worthy of the attention of every printer-journalist in this country:

WHEREAS, the Government will have until the spring of 1926 to make additional assessments for some of the excess profits tax years, and may, as to a given year (1921 for instance) demand of the taxpayer an additional amount, which demand the taxpayer will have to meet with proof; and whereas the capital invested is the same for the years 1917-1921, which are inter-related; and capital for any year in question depends on what first came into the corporation and on everything that came in and went out thereafter; and in establishing the capital for that year the correct capital and income for the preceding excess profits tax years are automatically established; and whereas the taxpayer in establishing his correct tax for 1921 for instance, will by the same proof, often show large overpayments for 1917 or subsequent years; and whereas the taxpayers with conservative capital have made large overpayments for some years; and whereas the smaller taxpayers of the country have relied on the Government to establish correct figures as to their capital and income; and whereas the position that these taxpayers should not have relied on the Government but should have checked up the Government's findings and have discovered the overcharges before, is not one that would be taken by a high class business concern under similar circumstances and not one which the law should permit or require the Revenue Bureau to take;

THEREFORE, BE IT RESOLVED, that the Inland Daily Press Association urge upon the United State Congress the imperative necessity of putting into the Revenue Act of 1924 a provision giving the taxpayer the right to have overpayments for any of the excess profits years 1917-1921 offset against underpayments for any of these years and to have refunded any net overpayment for these five years, as would have been done if the Revenue Bureau could have completed its audits for those five years before any of them had outlawed against the taxpayer.

Apple-Pie Order Accomplished In This News-Job Office

Newspaper Woman Describes Methods Used in San Fernando (Calif.) Sun, Known on the Coast as the Neatest-Kept Business in Those Parts.

By ELIZABETH BOSWELL
Member of the Sun Staff

A VIEW OF THE BACK OFFICE OF THE SAN FERNANDO (CALIF.) SUN WITH OPERATOR, MILTON TRYON, FORMER DAILY NEWSPAPER EDITOR, ON HIS PREFERRED JOB, THE LINOTYPE

◆ ◆ ◆ ◆ ◆ ◆ ◆

A POET-MINDED gentleman once said, "All is not gold that glitters." How about this one? "All is not business that clutters." If some of the public still believes, as some printers try to tell, that a cluttered printing or newspaper shop spells prosperity and lots of activity, many shops have demonstrated the fact that good order, elimination of sharp noises, cleanliness and so on make for larger business, bring more volume out of a given equipment and personnel, and reduce overhead.

This being the season when many printer-journalists go away for conventions, and office and mechanical forces often clean up and spruce up for a sort of a surprise "when the old man comes back home," it will be interesting to readers of *"NPJ"* to read and ponder the methods of the San Fernando (Calif.) *Sun,* a weekly of prominence and size, in keeping what is generally regarded in the Pacific country as one of the constantly cleanest and finest shops in the business.

A woman's point of view regarding this shop may lend further interest to the story and encourage other offices and shops to "go and do likewise." A woman's viewpoint is increasingly interesting, is it not, to printer-journalists, when more and more women customers are coming into the offices?

THE orderly minds of the editor, R. H. Glenn, and the job foreman, C. E. Glenn, are responsible for the orderliness in the office and job department of the *Sun.* A neat beaver board partition separates the office from the rear. There is no swinging door, but a beaver board panel is set back from the opening about three feet.

All the noisy machines are placed as far removed from the office as possible. The news press and folder occupy the extreme left hand corner, and are placed as near to each other as will allow for convenient passing around.

A tier of shelves occupies the space above a projecting shelf or table on the other side. This shelf is about two feet wide, is kept covered with clean cardboard or paper, and is used for preparing paper for job work. The paper is kept in neat array in the shelves above and below.

The cutter and stapler are also placed conveniently near.

On the same side of the room is the Linotype with handy shelves for tools arranged near by.

MILTON TRYON, the Linotype operator, keeps his machine in perfect running order at all times. Every spare moment when the machine it not in use is used to make any necessary repairs or adjustments.

Mr. Tryon is not only a splendid machine man, producing clean, even type, but also capable of editing a paper. In fact he occupied the editor's "uneasy chair" for many years. He was at one time editor of the Herkimer (N. Y.) *Evening Telegram,* and was on the editorial staff of a Hollywood publication since coming to California, but he is a tireless student and he felt the strain to such an extent that he took up the machine end of the newspaper-job business soon after coming west. He felt that there was less grief in it, and more money.

Mr. Glenn is a very particular person. He is especially particular about orderliness in the office. In the early part of the week during the rush of getting the paper out, his desk becomes a bit disorderly, but he puts it in "apple pie order" again as soon as he finds a few minutes of time that he can spare.

It is sometimes customary in a newspaper office for the reporters, and the editor himself, to use any sort of scrap paper for scratch pads. Not so in the office of the *Sun.* When the job men have a few minutes to spare they make up a number of pads, neatly stapled, cut and perforated, and with a cardboard back. This is well worth the time, for it lessens the danger of an item becoming lost, and looks much more business like.

THE job department is also kept always, in a state of order. On press days there is more or less rush, and then the floor becomes somewhat cluttered, but this is all cleared away and burned as soon as the office boy can get to it. All old papers are either sold to the junk man or burned.

Mr. Glenn makes it a rule to keep about twelve of each week's papers, in case a certain number is demanded by his advertisers. These are arranged on shelves in neat stacks, and each one is labeled with the date, so that no time is lost when looking for a certain issue.

The envelopes containing the job samples are also kept on these shelves. Each envelope has printed on the back, name, date received, time promised, kind of job, stock, ink, price, and all information that is necessary for job work. This information is all filled in when the job is taken. The copy is placed in this envelope and it is taken to the job department and placed in a rack on the wall that has been prepared for unfinished job work.

By the side of this rack are others for the envelopes after the job has been finished. When the money is received, the envelope is marked "paid." At the end of the month each envelope tells the story as well as a set of books.

These envelopes are manila stock, and open at the end. If left that way, however, they would be too disorderly, so the flap is pasted down, and the upper ends cut. This makes them very convenient and when tied together the bundles are more even.

ANOTHER tier of shelves, pigeon hole style, contain the cuts. These pigeon holes are neatly labeled, such as "Personal" "Stores," "Drugs," etc.

A table about 10 feet long and 3 feet wide occupies a space near the type cases. Underneath this table is a shelf for odds and ends that seem to have no place elsewhere. There is ample room on each side of this make up table for one to pass, so that the one who is working there is not disturbed if some one wishes to go in or out. There is very little vacant space in this job room; everything seems to be arranged in such a way as to save time and labor. Even the tools which are used for the machinery, occupy a convenient place.

Every one in the job department and in the office becomes trained, somehow, to put things where they belong, and after one gets accustomed to it, he finds it much easier.

No copy is sent to the Linotype man unless it is in perfect shape. Although Mr. Tryon is perfectly capable of making necessary corrections, this burden is not placed on him. I am the only one on the force besides the "chief" and I will frankly admit that there are times when I am sorely tempted to let a doubtful word go by, knowing full well that Mr. Tryon will catch it, but I don't dare do it. I certainly dislike to have him come to my desk with a disorderly piece of copy that should have been done right in the first place.

◆ ◆ ◆ ◆ ◆ ◆ ◆

J. C. McQuiston
Westinghouse Director of Advertising and Radio Programs

Radio Has No Place as Medium for Advertisers' Uses

International Authority on Both Radio and Publicity Speaks Emphatically on a Publishers' Problem

By J. C. McQuiston

Westinghouse Electric & Manufacturing Co.

Radio has no place as an advertising medium. Newspapers, magazines and other accepted media of advertising are the natural methods of getting a product before the public. Radio has no place in this scheme and will ever be only supplemental to the service of the great publications.

Will radio serve the advertiser? My answer is "No." *The home is a sacred place and whatever enters the home should be invited.* The newspaper, the magazine, or any other vehicle that has been used for advertising has entered the home with the consent of the owner.

However, radio has given us a new problem to solve. This problem is that of intrusion. The radio advertising message would enter uninvited; therefore, it would be unwelcome. There might be a few who would incidentally derive benefit from such advertising, but all of the million that might be listening in would have no interest at all in the particular message.

I have but one opinion on the subject and that is that the newspapers and magazines are the natural vehicles for our advertisements. As stated before, the newspaper confirms and gives authority to whatever may be said, and regardless of where we say it, whether man to man, or by radio to the millions, still we need some confirmatory evidence as to the facts, dates and incidents that come to make up the story.

Even *publicity as such* should be discouraged over radio. *It will be a pitiful day when broadcasters permit people to fill the air with matter intended to tickle the palate of individuals whose company seeks personal or corporate recognition.* However, in contrast with advertising and publicity you may have real worth-while information to impart, but it must be information that makes the matter worthwhile as a feature for broadcast.

If the public will be edified and benefitted through information given on such topics as "Style of Dress," "Enlarging our Vision" through reading certain helpful books, or talks on "Watch Your Step in Safety," or develop loyalty through talks on better understanding, then such talks will justify their place on the program.

When any one will take the time to present an unbiased address on a worthwhile subject, common courtesy dictates that he should receive credit as the author. A publication will credit him this courtesy. Surely radio should.

◆ ◆ ◆

STANDARDIZED SIZES EFFECTIVE JULY 1

July 1, 1924, marks a notable period in the four-year work of standardizing paper sizes in the printing industry. It was set down as the date on which production of book, writing and other papers would start in at least some of the mills according to the following sizes for the purposes indicated:

Stock Sizes, General Printing and Publishing:
26x29 inches, 29x52 inches
25x38 inches, 38x50 inches
32x44 inches, 44x64 inches
35x45½ inches

Stock Sizes, Book Publishers:
30½x41 inches, 41x61 inches

Forms and Letterheads:
17x22 inches, 22x34 inches
17x28 inches, 28x34 inches
19x24 inches, 24x38 inches

These recommendations are to be subject to regular annual review by the industry with yearly revisions.

◆ ◆ ◆ ◆ ◆ ◆ ◆

Newspapers' Rights as to Publishing Advertising Matter Are Now Clearer

Massachusetts Supreme Court Sustains Boston Transcript Which Declined to Print State Commission Notice About a Department Store

Announcement comes from Boston to *"NPJ"* that the Massachusetts Supreme Court has sustained the exceptions of the Boston *Evening Transcript* in a criminal charge of failing to comply with the request of the state Minimum Wage Commission to print a notice rendered by it, and ruled that the Transcript's request for a verdict of not guilty was the proper one.

Furthermore, the court rules that sections of the general laws of Massachusetts are invalid in that they compel any publisher to accept and print matters which appear to him to be libelous, and forbid persons from suing for libel in connection with such matters.

The Commission demanded the publication of a notice setting up that a certain store was not complying with its decrees relative to wages being paid to women employes. The *Transcript* declined to publish it.

It is believed the ruling will have a bearing on the effect of similar laws in other states.

"Passive Resistance" Far From Enough to Stop the Free-Space-Hogs

By Patrick Byrnes

President, Colorado Editorial Association
Publisher, Pueblo (Bessemer) Indicator

The big idea in publishing a newspaper and running a job plant is to make a good living, and to get more business to make more money for running expenses.

And, *the Way To Do It* is the Big Idea's little brother.

Advertising is the publisher's stock-in-trade, his merchandise, on which he must make a reasonable profit. Now, the publisher is besieged on all sides by many free space pirates who never buy any advertising, or by patrons who overdo the free reader and puffs to the extent of consuming all the profits on the ads at the least.

That is not *business* for the publisher. IT IS NOT FAIR TO THE OTHER ADVERTISERS. And, there is no more reason why a publication should give away space than a grocer should give away sugar, a dry goods merchant a few yards of muslin, or a hardware dealer a hammer. None would think of asking *them* to do it. Further, the customer pays the honest price without quibbling.

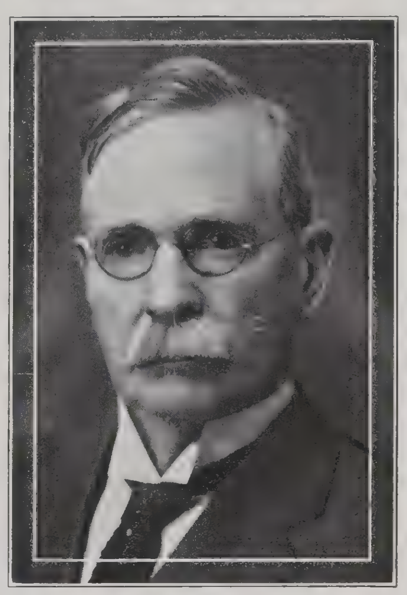
That the publisher is an exception to the general rule is partly *his* fault. Lack of a fixed business system, ruinous competition and *a foolish desire to make a big showing* are at the bottom of it all.

As in other business, successful fighting of evils will be accomplished, and is being accomplished, in the business of printing-journalism by united, constructive action.

In this, the publishers and print shop owners are bringing up in the rear of the procession—*while fighting the battles of those up in front!*

We should cut out the free publicity stuff, confining it to a few rare exceptions where charity calls or when it is given to boost our home town or some worthy public cause.

This evil extends into the business, the professional, the political, the educational, public health, welfare and a score of other fields; but of late, however, editors are commenting more freely on the matter and frequently make mention of the waste basket in connection therewith. Now, and finally, here is the main point to be made: *It is not enough simply to sidetrack or dump into the waste basket the piles of free space stuff that come along.* The newspaper manager or editor should go further than that in order to make it effective. *He should write the firm, company or individual who furnishes the matter,* briefly, though firmly and courteously, that his free space fillers or trade propositions are not being used, and that he (the press agent) is throwing away good money on a scheme that is being turned down by the press.



Patrick Byrnes

* * *

The man behind the purse will soon catch on and the free space writer will be out of a job.

We owe this much to ourselves, if not to others, and we will thereby be educating the country into a new way of dealing with the press.

* * *

"Treat Them Like Other Lobbyists"

The Howler (*Wisconsin Press Association Bulletin*)—"Granville Trace Dodgeville *Sun-Republic*: As we all know, one of the worst curses is the propagandist or adgrafter. Why not handle it this way?

"Make all these lobbyists at the court of public opinion submit to registration, just the same as the lobbyists who work the legislatures?

"Having got that far, we might charge them a stiff fee for registering and turn the proceeds over to the various press associations as a slight compensation for the time we newspaper men have to spend in throwing their stuff into the wastebasket."

Newspapers Not Open To "Charity" Appeals

President Strandborg of the Public Utilities Association to the *National Electric Light Association*—"The newspaper is a business institution. Its news column are its working capital. What right have we to expect or demand that they extend us alms or charity any more than that they should expect us to carry their newspapers and employes free on our cars, or furnish free gas, electricity or phone service?"

* * *

Make Something of Programs

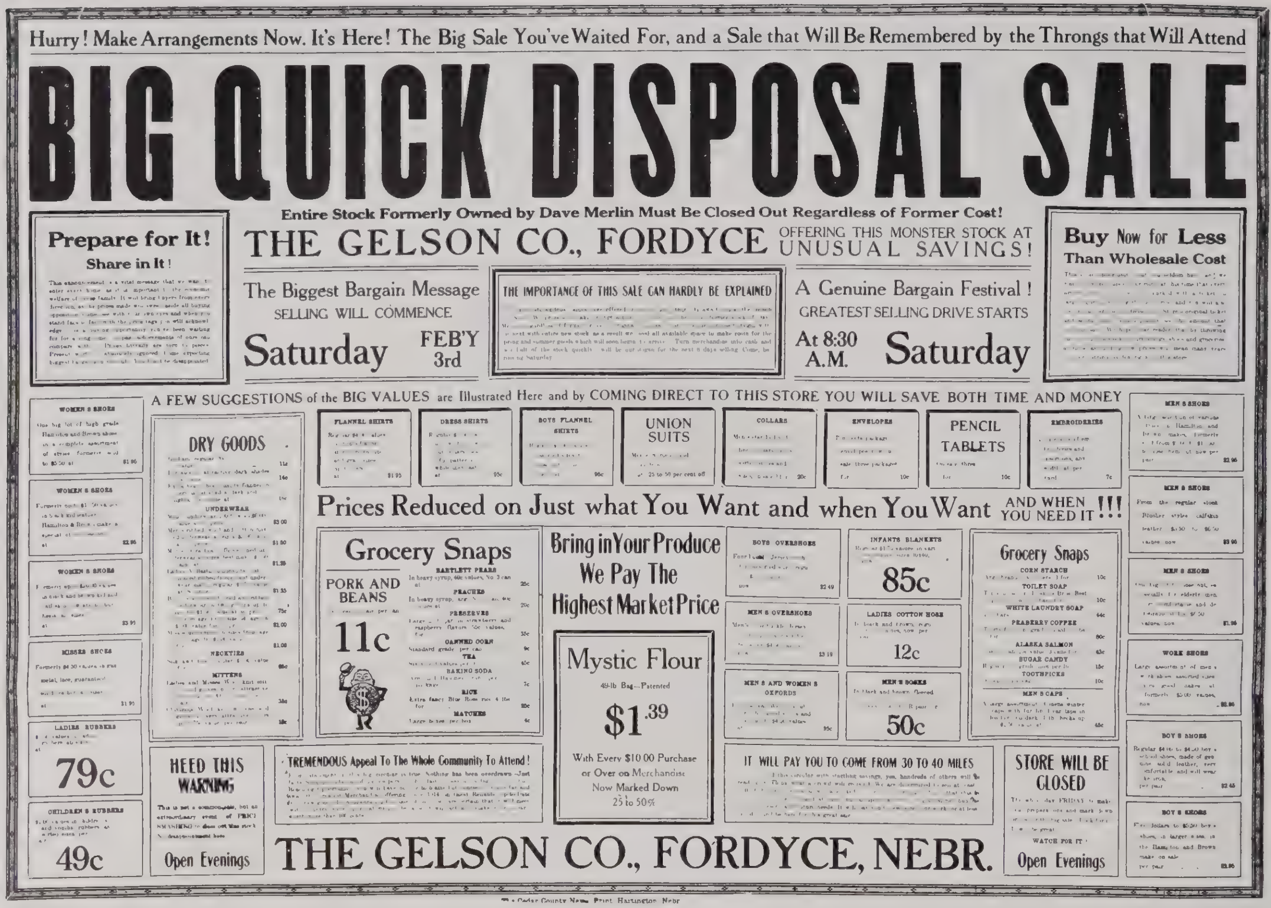
By Hilton Service

The printer-journalist who gets a convention program job, can turn it from a temporary reference folder that will be thrown away into a souvenir that will be kept, and it is not at all a bad thing if it bears the shop's imprint.

Suggest to the convention committee that more good will be secured by the delegates or visitors if they can make notes of the more important things they hear or see. Get them to use a heavy stock and staple in several sheets of blank paper, the top one to bear a heading like this:

MY IMPRESSIONS
On What Is Best in
(Object of Meeting)

Even with neighborhood meetings this idea can be used to advantage.



Hurry! Make Arrangements Now. It's Here! The Big Sale You've Waited For, and a Sale that Will Be Remembered by the Throngs that Will Attend

BIG QUICK DISPOSAL SALE

Entire Stock Formerly Owned by Dave Merlin Must Be Closed Out Regardless of Former Cost!

Prepare for It! Share in It!

THE GELSON CO., FORDYCE OFFERING THIS MONSTER STOCK AT UNUSUAL SAVINGS!

Buy Now for Less Than Wholesale Cost

The Biggest Bargain Message SELLING WILL COMMENCE Saturday FEB'Y 3rd

THE IMPORTANCE OF THIS SALE CAN HARDLY BE EXPLAINED

A Genuine Bargain Festival! GREATEST SELLING DRIVE STARTS At 8:30 A.M. Saturday

A FEW SUGGESTIONS of the BIG VALUES are Illustrated Here and by COMING DIRECT TO THIS STORE YOU WILL SAVE BOTH TIME AND MONEY

WOMEN'S SHOES

DRY GOODS

FLANNEL SHIRTS

DRESS SHIRTS

BOYS FLANNEL SHIRTS

UNION SUITS

COLLARS

ENVELOPES

PENCIL TABLETS

EMBROIDERIES

MEN'S SHOES

Prices Reduced on Just what You Want and when You Want AND WHEN YOU NEED IT!!!

Grocery Snaps

PORK AND BEANS 11c

Bring in Your Produce We Pay The Highest Market Price

Mystic Flour 49-lb Bag—Patented $1.39 With Every $10.00 Purchase or Over on Merchandise Now Marked Down 25 to 50%

BOYS OVERSHOES

INFANTS BLANKETS 85c

LADIES COTTON HOSE 12c

MEN'S OVERSHOES

MEN'S AND WOMEN'S OXFORDS

MEN'S SOCKS 50c

Grocery Snaps

MISSES SHOES

LADIES RUBBERS 79c

CHILDREN'S RUBBERS 49c

WORK SHOES

BOY'S SHOES

HEED THIS WARNING

Open Evenings

TREMENDOUS Appeal To The Whole Community To Attend!

IT WILL PAY YOU TO COME FROM 30 TO 40 MILES

STORE WILL BE CLOSED

Open Evenings

THE GELSON CO., FORDYCE, NEBR.

THIS 13½-COLUMN, OR DOUBLE-TRUCK, RAN IN THE NEWSPAPER AND THEN HAD A GOOD RUN FOR CIRCULARIZATION

◆ ◆ ◆ ◆ ◆ ◆ ◆

Puts on "Clean-Up" Sale for Merchant, With 10%, Job Work and Big Ad

Printer-Salesman From Community Newspaper Plant Exceeds Results of Outside Advertising Expert

By GEORGE O. ("MAC") MCCARTHY

Do you remember the "advertising expert" who visited your town sometime ago, wrote a page ad for one of your local merchants, and in so doing put on a "clean-up sale" for your customer and charged him 10 per cent on gross sales for his services? You probably printed the ad in your paper, also printed 2,000 circulars off the ad form, but who made the real money? The "advertising expert" you'll have to admit. He *sold* service to the merchant, while you had only offered advertising *space!* You got paid for your *labor*. The "advertising expert" got paid for *brain work!*

In every county there are merchants who conduct special sales annually and semi-annually, and in many instances the local publishers and printers could render the advertising *service*, just the same as the advertising experts" do, and make the 10 per cent commission.

There's just one way to get this extra money, and that way is to *go after it*. First, consult your prospect and find out about the time he expects to conduct his annual or semi-annual special sale, and then *make a good pencil layout*, with some catchy name or title for the sale. Plan newspaper advertising as well as direct advertising and show your prospect what you propose to do for him in the way of selling his goods—that's what interests him.

If he agrees to let you attend to all the details, get a list of the goods, together with prices, and number the items according to their importance, and to fit your layout, always keeping in mind the best bargains should be featured, or given stronger display than items that are not so low in price. Agree to do the "advertising expert's" work on the percentage basis, and charge your regular rates for advertising in newspaper, as well as special advertising ideas you may employ in selling the goods.

You *know* your prospects in this special line better than the advertising men, and you have many advantages over the "outside" advertising men because you are on the ground and know local conditions better than even the local merchants themselves.

PERHAPS the special sale you may have in mind for a prospect would feature women's wearing apparel. By looking over your mailing list proofs you can easily select the best prospects for mailing direct advertising. This also applies to men's wear, children's clothing, groceries, etc.

It would be a waste in circulation to mail some single man a special low price offer in groceries. He is likely to be interested in a new suit of clothes at a special price. If you mail your "grocery specials" to some housewife, you've probably created a sale or two for your advertiser.

The circular shown herewith was 13½ columns wide. That is the space it occupied in an eight-page weekly paper, no margin being allowed in the center. Fifteen hundred circulars were also printed from the same advertisement. *This business was "created" by a traveling man of a newspaper.* As mentioned before, this is a case where the newspaper got paid for service and labor, while the advertising man was paid for *brain work*—he had vision!

Sell yourself and your service—and get the extra money for your *headwork.* Then sell your product at proper prices. That's all there is to it. No elaborate preliminary work, but just plain everyday common-sense and *vision!*

◆ ◆ ◆

Women's Clubs Vote to Stop Unclean Newspapers

THE General Federation of Women's Clubs, a continental organization, in their 1924 annual convention at Los Angeles, adopted the following resolutions on the subject of clean journalism, the main idea being to encourage clean newspapers by subscribing for them, and stopping so-called "unclean" by refusing them entry into their homes:

"WHEREAS, The newspaper industry like any other commercial one, is governed by supply and demand, and

"WHEREAS, The editor of every paper desires to print that which builds circulation and to omit that which does not, and

"WHEREAS, Women want a paper that may be read by children in the home, therefore, be it

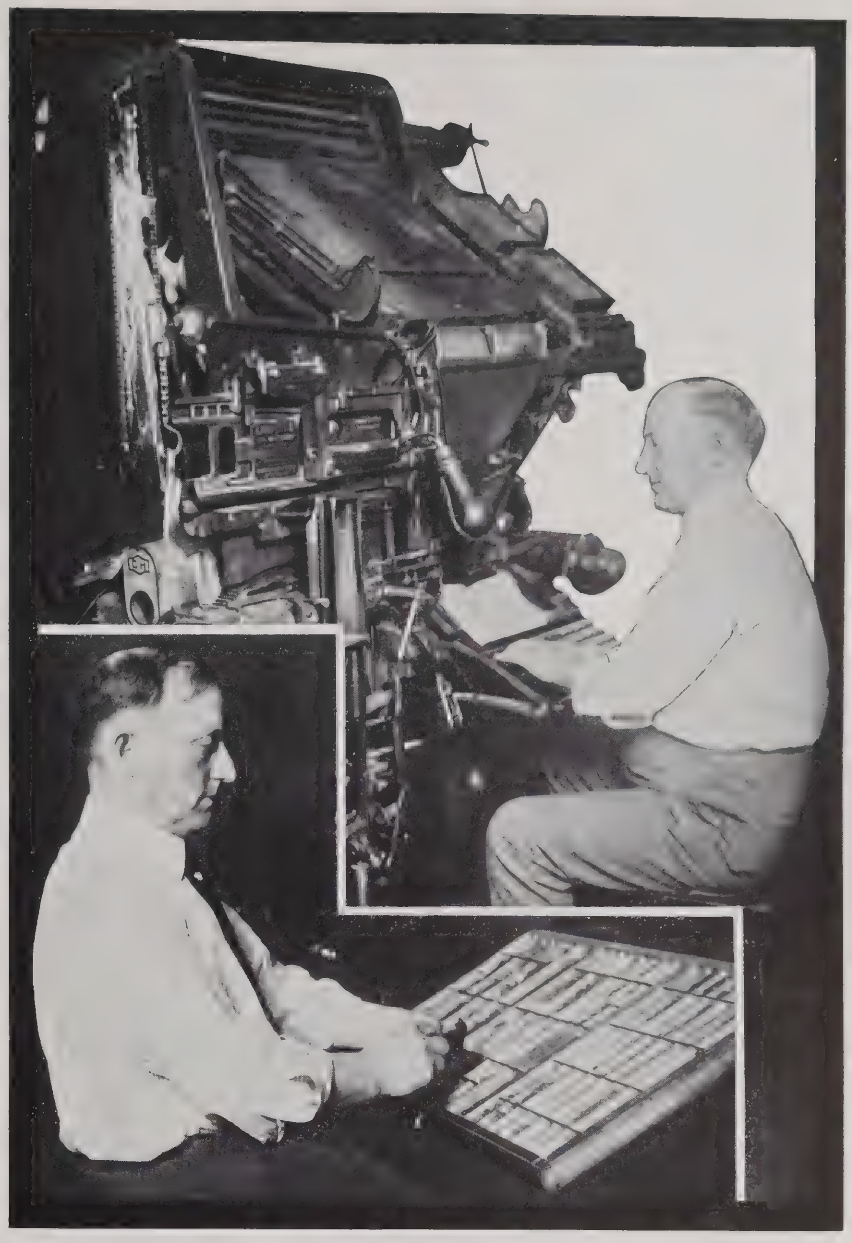
"RESOLVED, That the members of the General Federation of Women's Clubs, many of whom through their state federation have passed resolutions asking for cleaner journalism, but without defining this term, make known to the editors of their respective states and communities the kind of news they will buy, and

"RESOLVED further That they support the paper that carries this kind of news and refrain from buying the paper that carries offensive news, to the end that clean journalism may also be profitable journalism."

◆ ◆ ◆

FRANK T. CARROLL, president of the Association of Newspaper Advertisers, writes *"NPJ"* that the members of the National Commission for 1924-5 are: G. M. Burbach, St. Louis *Post-Dispatch;* A. L. Shuman, Fort Worth (Tex.) *Star-Telegram,* and W. J. Pattinson, general manager, Scranton (Pa.) *Republican,* the latter taking the place of Frank D. Webb, resigned and now in the agency business. The commission takes up publishers' advertising problems with agencies and advertisers, for adjustment.

National Editorial Association Chief, George W. Marble, "Setting Them Up"



GEORGE W. MARBLE, publisher Ft. Scott (Kans.) *Tribune,* who is now the chief executive of the N. E. A., has become nationally famous for his progressive demonstration of the functions of a printer-journalist in building up his community. His achievements in helping to make a dairyland out of a region of wasted farms, was recounted in May *"NPJ".* The 1924 convention of the N. E. A. named him vice-president, after Mr. Marble himself stepped aside and secured the election of E. S. Bronson, ill to death at his home, as president. The picture shows Mr. Marble "on the job with his coat off," at the Oklahama City *Times* plant during the convention, and was furnished by the *Times.*

◆ ◆ ◆ ◆ ◆ ◆ ◆

Letterpress and Rotogravure

PRINTING (Trade Paper) *New York*—"In this issue (June 17) there is a report from Chicago stating that the owners of the *Tribune* have decided to go back to the letterpress method for printing the new weekly called *Liberty.* It was started as a rotogravure product, produced by the Coloroto Corporation, a *Chicago Tribune* subsidiary. * * * This single case is not to be taken as proof of the inferiority of rotogravure, although there is no question that letter-press printing is still the best process for publication work. Rotogravure has its uses and it may be developed considerably in the future. Whether or not it will ever challenge the letterpress method is a question open to dispute. We believe it will not."

VII.—The Labor Costs, Distributed

COST FINDING FOR PRINTERS AND PUBLISHERS, in Twelve Sections, by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

Summarizing the Time by Departments. The Labor Cost Distributed to Departments.

OUR next requirement is a summary of the time of all the workmen and machines by departments. For this purpose FORM 8 is provided to which the total time of workmen and machines is posted in department columns and totaled.

This record when complete is replete with valuable information to the management, affording as it does the opportunity for comparison of men with each other as to their efficiency, and likewise machines, as to their producing capacity. It shows the relative amount of productive and unproductive time in each department by each workman. It shows at a glance the total number of productive hours and non productive hours and what they have cost. Frequent and careful study of FORMS 7 (published in June *"NPJ"*) and 8 are a safe guide to efficiency in the operation of the plant. A careful study of this form reveals to the management the workmen whose time is most profitably sold and who should be kept employed at productive work as much of the time as is possible. The total number of productive hours shown here means that those hours have been actually sold at the prevailing prices and the revenue which they have yielded to the plant may be quickly computed and compared with the total wage item. FORMS 7 and 8 will afford answers to many questions which suggest themselves to the management and their operation relieves the management of much drudgery in supervision. As has been shown the many checks on its accuracy soon convince the management of its dependability.

Form 9, the PAY ROLL DISTRIBUTION is co-ordinate with FORM 8 and provides for combining the department pay roll items of the workmen for the period in a grand total. This form is self explanatory. Instead of posting the workman's time to the department columns on this form we post the compensation he received, first in the total column, then in each department.

A further consideration in the operation of this form is that *all* people, who come under the head of employees, must be entered on this record and their compensation for the period posted first in the total column and then distributed to the department or departments to which it should be charged. This will usually include several people who are not required to turn in time tickets and whose names do not therefore appear on FORMS 7 and 8. It should include the names of managers, officers, accountants, messengers and in plants which publish newspapers, the names of editors, correspondents, advertising solicitors, etc. In large plants there are frequently one or more foremen and superintendents who do no productive work but whose time is charged directly to the department or departments which they supervise. *All who receive salaries or wages should be entered on the pay roll. The compensation received by each should be distributed to the column provided for it where it will be charged to the product or the department responsible for it.*

Referring to FORM 9, which is made a part of this assignment, the compensation of people employed as newspaper copy writers, advertisers, etc., is distributed to the NEWSPAPER column. The pay of people who are employed at office work for the commercial printing department, exclusively, is distributed to general expense where it will be absorbed by the producing departments by a method to be explained later. The pay of other em-

(TURN TO PAGE 34)

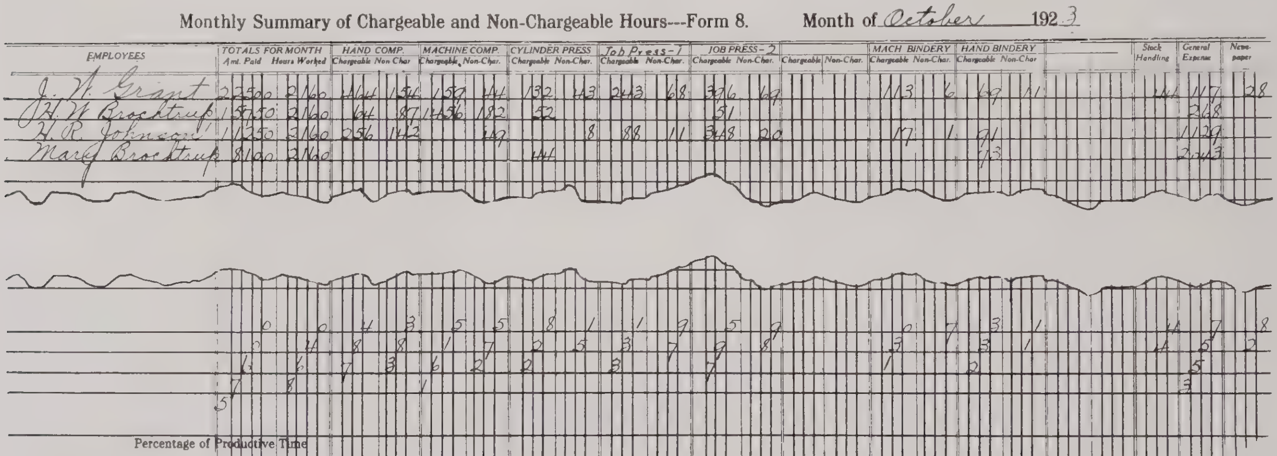
THE BRIDGMAN-UNIVERSITY OF WISCONSIN-NATIONAL PRINTER-JOURNALIST SERIES—began with the *Reasons for a Cost System* published in January.

A service coupon is published each month. It should be understood that this service will be *without charge only until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service.

THOSE desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

READERS whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, subject to prior orders.



Monthly Summary of Chargeable and Non-Chargeable Hours---Form 8. Month of October 1923

EMPLOYEES	TOTALS FOR MONTH Amt. Paid	Hours Worked	HAND COMP. Chargeable	Non Char	MACHINE COMP. Chargeable	Non-Char.	CYLINDER PRESS Chargeable	Non-Char.	Job Press-1 Chargeable	Non-Char.	JOB PRESS-2 Chargeable	Non-Char.	Chargeable	Non-Char.	MACH BINDERY Chargeable	Non-Char.	HAND BINDERY Chargeable	Non-Char	Stock Handling	General Expense	Newspaper
J. W. Grant	22500	2160	144	156	159	144	132	143	243	68	376	69			113	6	69	11	144	117	28
H. W. Brochtrup	15750	2160	64	87	1656	182	52				51									268	
H. R. Johnson	11250	2160	256	142		19		8	88	11	348	20			17	1	91			1129	
Mary Brochtrup	8100	2160					144										73			2043	

Percentage of Productive Time

FORM 8 IS PROVIDED FOR POSTING TIME OF MACHINES AND WORKMEN IN DEPARTMENTS AND TO SECURE TOTALS, MAKING UP MOST VALUABLE INFORMATION

Resolute Ledger

MODERN DEMAND! The development of new bookkeeping appliances has created an increasing demand for ledger papers that will meet the new conditions. You will find in RESOLUTE LEDGER

—Sheets stiff enough to stand upright in the machine racks, yet thin enough to minimize the bulk of your loose leaf ledgers.

—Sheets that will stand constant handling without tearing!

—Sheets that will stand up under harsh erasing, and still leave your records clear and legible.

—Sheets with a surface that not only rules easily in the ruling plant, but will take, with a neat, clear impression, either the figures of your bookkeeping machines or the ink notations of your clerk.

These characteristics embodied in RESOLUTE LEDGER and coupled with its moderate price have made it the preferred choice of thousands. It meets the changed conditions admirably. ***Try it!***

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corporation
BALTIMORE, MD.	J. Francis Hock & Co.
BRIDGEPORT, CONN.	Lasher & Gleason, Inc.
BUTTE, MONT.	Minneapolis Paper Co.
CHICAGO, ILL.	Parker, Thomas & Tucker Paper Co.
CLEVELAND, OHIO	Petrequin Paper Company
COLUMBIA S. C.	Epes-Fitzgerald Paper Co.
DES MOINES, IOWA	Carpenter Paper Co. of Iowa
HOUSTON, TEXAS	The Paper Supply Co.
INDIANAPOLIS, IND.	Century Paper Co.
KANSAS CITY, MO.	Kansas City Paper House
LANSING, MICH.	Dudley Paper Co.
LOUISVILLE, KY.	Miller Paper Co.
MEMPHIS, TENN.	Tayloe Paper Co.
MILWAUKEE, WIS.	Allman-Christiansen Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.
NEW YORK CITY	F. W. Anderson & Co.
NORFOLK, VA.	Old Dominion Paper Co.
OKLAHOMA CITY, OKLA.	Kansas City Paper House
OMAHA, NEB.	Field-Hamilton-Smith Paper Co.
PHILADELPHIA, PA.	A. S. Datz & Son
PITTSBURGH, PA.	Potter-Brown Paper Co.
PORTLAND, OREGON	Blake, McFall Co.
PROVIDENCE, R. I.	Paddock Paper Co.
RICHMOND, VA.	Epes-Fitzgerald Paper Co.
SAN ANTONIO, TEX.	San Antonio Paper Co.
SAN FRANCISCO, CALIF.	Bonestell & Co.
SPRINGFIELD, MO.	Springfield Paper Co.
ST. LOUIS, MO.	St. Louis Paper Co.
ST. PAUL, MINN.	E. J. Stilwell Paper Co.
SEATTLE, WASH.	The Paper Warehouse Co.
TOLEDO, OHIO	Commerce Paper Co.
TULSA, OKLA.	Tayloe Paper Co.
WORCESTER, MASS.	Charles A. Esty Paper Co.

EXPORT—NEW YORK CITY, American Paper Exports, Inc.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

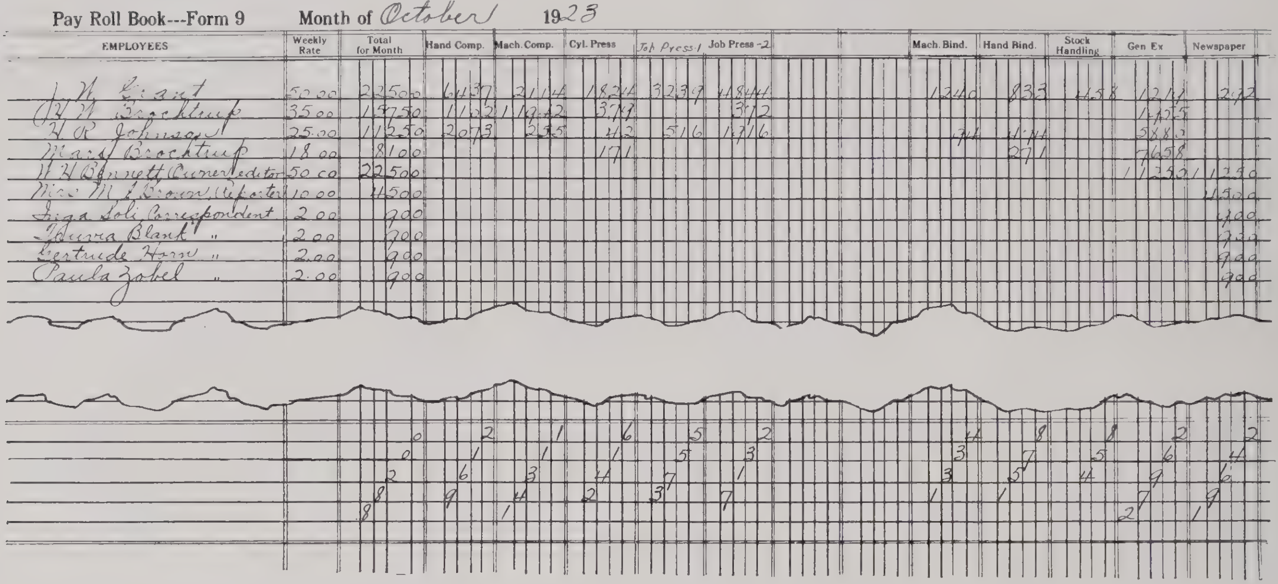
WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

All Those Who Receive Salaries or Wages Should Be Entered on the Payroll, and Time Distributed

Cost Finding for Printers and Publishers Section VII, Continued from Page 32



Pay Roll Book---Form 9 Month of October 1923

EMPLOYEES	Weekly Rate	Total for Month	Hand Comp.	Mach. Comp.	Cyl. Press	Job Press-1	Job Press-2			Mach. Bind.	Hand Bind.	Stock Handling	Gen Ex	Newspaper
J. N. Grant	50.00	22500	6437	2114	1824	3239	4844			1240	833	458	1211	272
J. N. Brocktrup	35.00	15750	1122	11942	371		372						1455	
H. R. Johnson	25.00	11250	2073	255	42	516	1716			74	144		5883	
Mary Brocktrup	18.00	8100			171						271		7658	
H. H. Bennett Owner/editor	50.00	22500											11250	11250
Miss M. J. Brown, Reporter	10.00	4500												4500
Liga Soli Correspondent	2.00	900												900
Laura Blank "	2.00	900												900
Gertrude Horn "	2.00	900												900
Paula Zobel "	2.00	900												900

Form 9 Provides for Combining and Departmentizing the Payroll Items of Workmen for Periodical Totals and Grand Totals

ployees including the manager is divided between *GENERAL EXPENSE* and *NEWSPAPER.*

This distribution of the pay roll of people who are doing non-productive work is largely an arbitrary matter to be determined by the management and accountant. It should be explained that *the pay roll items distributed to the newspaper column are charged directly to the regular issues of the newspaper on the job record or tracer of each issue and therefore they do not become a charge against any department of the plant.* These are entered on the pay roll distribution for the period, only for purposes of comparison and to effect a balance of the pay roll item of the cost system with that of the general accounting system.

Forms 8 and 9 are made a part of this assignment, accompanied by illustrations of their use. They should be carefully studied individually, and as to their relations with each other.

Note—It should be understood that all numbers expressing time in terms of hours carry one decimal place and that the figures actually express units instead of hours as stated at the heads of the columns. For instance 784 in the chargeable hours column of Hand Composition of Form 8, should be read 784 units or 78.4 hours.

What's the good of material control? Madison Cartimell in *"Stores and Material Control,"* sums up the answer thus:

1—To keep the right quantities and qualities of materials on hand at all times.

2—To care for materials awaiting use.

3—To determine material requirements by correlating the production with the sales program.

4—To furnish cost figures on materials and supplies used in operation.

5—To furnish at any time statistics as to quantities on hand, on order, consumed, required, etc.

6—To determine the value of the inventories for the purpose of preparing financial statements.

◆ ◆ ◆

Questions
Assignment VII

1.—*What direct benefits accrue to the management of the shop from the use of Form 8?*

2.—*Why is the use of Form 9 in addition to Form 8 desirable?*

3.—*Why do names of employees who have not kept time tickets appear on Form 9?*

4.—*Problem. Henry Johnson's time for the month of October amounts to 2000 units or 200 hours. He worked 75 hours in Hand Composition Department; 30 Hours in Platen Press Department; 50 Hours in Hand Bindery Department; 45 Hours in Machine Bindery Department. His salary is $35. per week. Distribute his pay for the month to the proper departments.*

National Printer-Journalist Service Coupon

To University of Wisconsin, *Extension Division,*
Dr. Louis E. Reber, *Dean,*
Madison, Wisconsin.

Dear Mr. Reber:

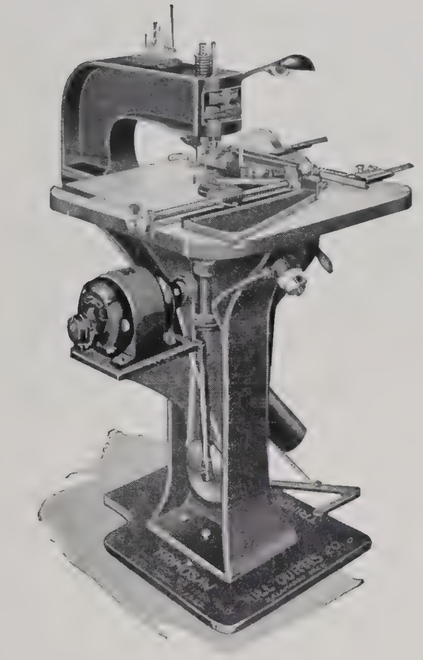
I enclose questions relative to Cost Finding Problems as a result of my study of the Bridgman-U. of W. Extension Division articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

(If interested in getting information about Complete Extension Course of Study on this subject,) check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant..............................
.... *Title or Position*..................................
Street, No...
.........1924 *City*........................ *State*.....................

VII. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.

Trimosaw Features Making Other Saws Obsolete

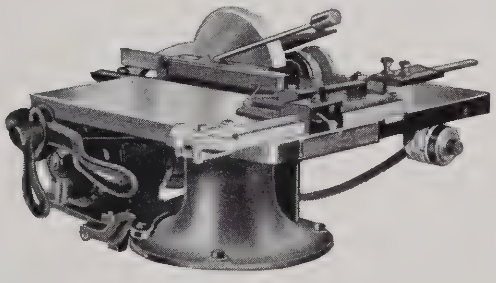


A-3 Model Trimosaw

A-3 Model TRIMOSAW, complete with router, drill and jig (this machine can be supplied in our A-1 Model, i. e., without router and jig, and the latter added later, at price of $510.00), is the largest, heaviest, most efficient and accurate saw trimmer built. Every one of the many hundreds of the highest class printing plants in the country having one of these machines will tell you so. The table measures 28 inches by 28 inches.

Price, with more and better standard equipment than comes with any other machine, is $775.00, F. O. B. Kalamazoo.

Ask for further details and then investigate, and you will be convinced.



Ben Franklin (Bench Model) Trimosaw

Ben Franklin (Bench Model) TRIMOSAW. This is the newest and latest addition to the TRIMOSAW family. 200 of these have been allotted for sale at the low prices of $275.00 for the Floor Model and $250.00 for the Bench Model, as shown, including motor and all standard equipment.

New circular just off the press describes this machine. It is somewhat lighter and smaller than the Junior, but compared to all competing saw trimmers is larger in table area, handier in every operating movement, and it carries the usual TRIMOSAW guarantee, which means that we will replace any part which is found defective within 5 years after purchase.

Our big problem on the Ben Franklin is to build enough to supply the demand. We have twice been compelled to withdraw it from the market. This may be your last opportunity to secure one at the introductory price.

Do not expect a long trade allowance on your present saw trimmer when you come to trade it for a TRIMOSAW. It simply cannot be granted because the TRIMOSAW has so many improvements, all of them so far in advance of anything else that in comparison other makes of saw trimmers are practically obsolete.

Even though your saw trimmer may be almost new, you could afford to give it away and acquire a TRIMOSAW, with the definite knowledge that you had made a very profitable deal, because you would then have a machine that would earn real profits for you while your competitor had one that placed him under a definite handicap.

"QUICK AS A WINK" saw raising and lowering feature, which means that you raise the saw only and not the whole table, is built into every TRIMOSAW. Not necessary to remove circular saw to use router, drill or jig.

Use Coupon below and obtain promptly full information regarding the TRIMOSAW. Do not forget to see this machine or instruct your representative to do so at the GRAPHIC ARTS EXPOSITION, MILWAUKEE, WIS., AUGUST 18th to 23rd.

HILL-CURTIS CO.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

Exclusive Agents for Canada and Newfoundland
Toronto Type Foundry Co., Limited
Toronto, Montreal, Winnipeg, Regina, 2385 5th Ave., W., Vancouver

Hill-Curtis Chicago Store
641 South Dearborn Street
Chicago, Illinois

Rep. Southeastern States
Dodson Printers' Supply Co.
Atlanta, Georgia

HILL-CURTIS CO., Kalamazoo, Mich.

Please send without any obligation on our part full data regarding TRIMOSAW Model or Models checked.

A-3( ) A-1 ( ) Junior ( ) Ben Franklin Floor ( )
Ben Franklin Bench ( )
We operate a newspaper plant only ( )
We operate a newspaper and job printing business ( )

We have..................Typesetting Machines and..................Cylinder Presses.

Name

By .... Title

City....... State

Women's Entertainment Committee for Graphic Arts Exposition
Milwaukee, Wis., August 18 to 23, 1924

From Left to Right: Mrs. Otto H. Monsler, Mrs. George A. Faber, Mrs. Frank J. Cassel, Mrs. Paul H. Laabs, Miss Agnes M. Smith, Mrs. Harry Plautz, Mrs. Anthony Hart, Mrs. R. J. Stock, Mrs. William F. Reichard, Mrs. Arthur Trost, Mrs. Otto Fuhrmann, Mrs. George A. Just, Mrs. Charles A. Dies, Mrs. Angelique Faber, Mrs. John Landgraf, Mrs. Victor Campbell, Mrs. Arthur V. FitzGerald.

Royal Welcome for Ladies of the Craftsmen Well Planned by Milwaukee "Better Halves"

General Entertainment Committee Has Efficient and Hard-Working Group of Aides to Give Special Attention to Guests Accompanying Club Members

Wives, daughters, relatives, and friends of Milwaukee Craftsmen, are making plans for entertaining the hosts of women who are expected to attend the International Convention of Printing House Craftsmen and Graphic Arts Exposition to be held in Milwaukee, August 18 to 23. Meetings of this earnest organization are being held each week, at which plans for entertainment are being perfected. Many novelties and surprises are promised for the women visitors to Milwaukee. It is expected there will be something doing every minute to make the visit pleasurable while the craftsmen are giving attention to the business of the Exposition and Convention.

Something doing every minute, and something for everybody. That is the slogan with which the Entertainment Committee is proceeding in making plans to make enjoyable their Milwaukee visit for the thousands of Craftsmen, exhibitors and others interested, who will make Milwaukee their Mecca during the Graphic Arts Exposition and International Convention.

Among the Entertainment events which have been mapped out are the following: A big opening banquet; sight-seeing tours; visits to some of the largest candy, hoisery, and other plants in the world; visit to the nation's richest dairy region; dancing, theatre parties, golf, swimming, boating, and fishing.

Officers of the International Association of Printing House Craftsmen

HARVEY H. WEBER, *President* Baker, Jones, Hausauer, Inc., Buffalo, N. Y.

WILLIAM A. RENKEL, *First Vice-President,* 318 W. 39th St., New York City.

GEORGE A. FABER, *Second Vice-President,* 114 Michigan St., Milwaukee, Wis.

JAMES T. MONAHAN, *Treasurer,* People's Popular Monthly, Des Moines, Iowa.

L. M. AUGUSTINE, *Secretary,* 33 White Avenue, Hamilton, Baltimore, Md.

One of the feature events will be a visit to Waukesha Beach, one of the big amusement parks of the Middle West's most popular playgrounds of lakes. The Beach offers everything in the way of out-door entertainment, including boating, fishing, swimming, rides on various devices, dancing, roller skating, etc. The trip to Waukesha Beach from Milwaukee is a delightful one. Waukesha County is said to be the world's richest dairy country, and model farms are to be seen on every hand.

The entertainment for the men and women is in the hands of separate committees, and the wives of Milwaukee Craftsmen will have charge of the ladies' program. Special features for women will be bridge parties, visits to the plants of the Holeproof Hosiery Company and Elines, Inc., owned by the Schlitz interests, which made the product "that Made Milwaukee Famous." There will also be theatre parties.

The members of the men's Entertainment Committee are: John Landgraf, Chairman; William H. Badke, V. A. Campbell, E. Grodemange, Emil Loebel, Robert T. Rice, Frank Schmidt and Otto Monsler.

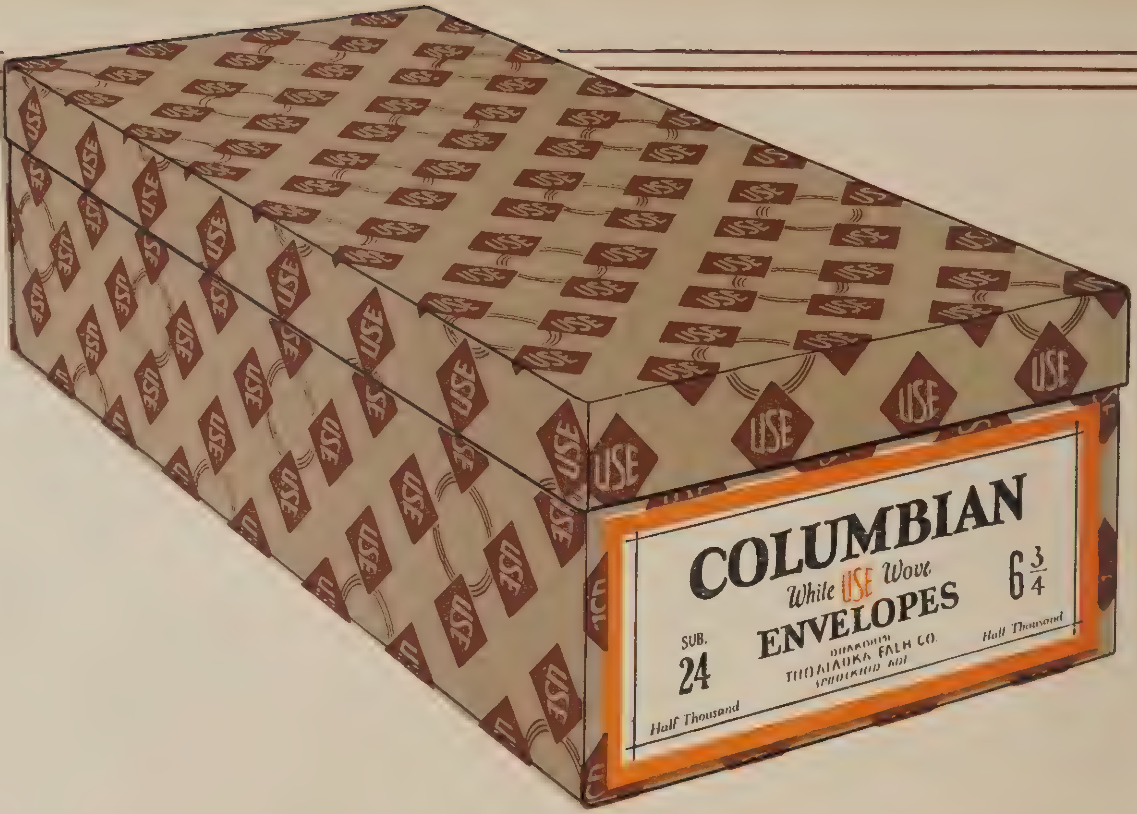
(TURN TO PAGE 38)

More Profit for you

Better envelopes for your customers

The First printed announcement of a new idea in the envelope business

UNITED STATES ENVELOPE COMPANY



A complete line of commercial, white-wove envelopes under the trade name

COLUMBIAN

Standardized in quality—identified by the watermark

This mark appears in every Columbian Envelope.

The Stock

These envelopes are full high-cut, from a high-grade, white-wove paper, surfaced to take a clear impression from type, line and wood engravings, and electros.

The Gum

We believe there is no higher quality. The seams do not open.

The troubles you have experienced in sealing certain types of envelopes are absent from Columbians.

The Boxing and Labeling

Instead of the usual white, Columbian boxes show a striking design on a "ground" of attractive color, that is hard to soil and does not show dust.

Such unusual boxes and distinctive labels have an advertising value. Not only do they enable your customers to recognize Columbians at once, but they create an impression of quality and a feeling of confidence.

This is not in any sense a high-priced line. On the contrary, Columbian Envelopes are plain, substantial, well made—of such quality and so reasonable in cost as to appeal to every business man and other user of commercial envelopes.

The size range is complete, including 5, 6¼, 6¾, 7, 9, 10, 11, 12, 14 and Monarch.

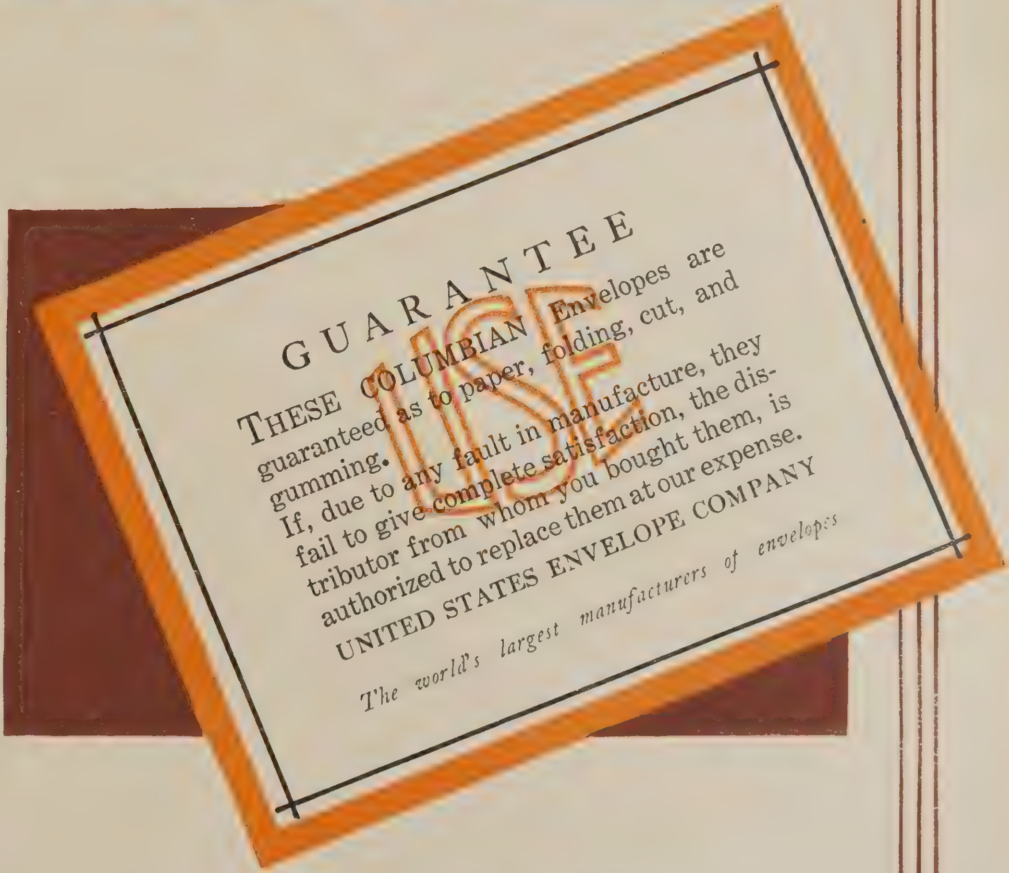
ENVELOPES

The Guarantee

This guarantee, enclosed in every box, covers the paper, folding, cutting, and gumming.

It assures an absolutely square deal to distributors and consumers alike.

There is no division of responsibility. If you or your customer find any cause for dissatisfaction, your jobber will immediately and without question replace the unsatisfactory envelopes.



GUARANTEE

THESE COLUMBIAN Envelopes are guaranteed as to paper, folding, cut, and gumming. If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them, is authorized to replace them at our expense.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Try Columbians Without Cost

To enable you to test Columbian envelopes to your own satisfaction, we have prepared the sample box pictured here.

This box contains samples of Substance 24 and 28, in the 6¾ size—enough to enable you to examine the paper and test it for printing qualities.

You have probably received one of these sample boxes. If not, write us, and one will be sent you at once.

Columbian Envelopes will satisfy your customers. Your regular Paper Merchant has them in stock.

UNITED STATES ENVELOPE COMPANY
Springfield, Mass.

Location	*Division*
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Envelope Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	The Monarch Envelope Co.

GREETING CARDS

For Christmas and New Year

Made Especially for Printers' Use
All Steel Die Embossed

The Greeting on Cards is Steel Die Embossed in a style of letter so that individual names can be added from Printers' type to match. All cards are enclosed in Wedding Tissue and have envelopes to match.

The above Cards can be furnished without Greeting or without Greeting and Design. Samples and Price List furnished to the trade.

NINETEEN TWENTY-FIVE

JANUARY

S.	M.	T.	W	T..	F.	S
·	·	·	·	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
·	·	·	·	·	·	·

FEBRUARY

S.	M.	T.	W.	T.	F.	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
·	·	·	·	·	·	·
·	·	·	·	·	·	·

MARCH

S.	M.	T.	W	T	F.	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	·	·	·	·
·	·	·	·	·	·	·

APRIL

S.	M.	T.	W.	T.	F	S
·	·	·	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	·	·
·	·	·	·	·	·	·

MAY

S.	M.	T.	W.	T.	F.	S
·	·	·	·	·	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	·	·	·	·	·	·

JUNE

S.	M.	T	W.	T.	F.	S
·	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	·	·	·	·
·	·		·	·	·	·

JULY

S	M.	T	W.	T.	F.	S
·		·	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	·
·	·	·	·	·	·	·

AUGUST

S.	M	T.	W.	T	F	S
·		·	·			1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	·	·	·	·	·

SEPTEMBER

S.	M.	T.	W.	T.	F.	S
·	·	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	·	·	·
·	·	·	·	·	·	·

OCTOBER

S.	M.	T.	W.	T.	F.	S
·	·	·	·	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
·	·	·	·	·	·	·

NOVEMBER

S.	M.	T.	W.	T.	F.	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	·	·	·	·	·
·	·	·	·	·	·	·

DECEMBER

S.	M.	T.	W.	T.	F.	S
·		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	28
27	28	29	30	31	·	·
·	·	·	·	·	·	·

AMERICAN EMBOSSING CO BUFFALO N Y

Calendar Cards

With Edges Bordered

Made from 3-ply stock in white and colors. Calendars can be furnished with all matter Steel Die Embossed, or with Calendar only, also furnished without Calendar. Electrotypes of Calendar can be furnished where it is to be printed. Made only in one size 3½ x 6¼ to fit 6¾ envelope.

Cards can be punched and Cords with Tassel furnished. Samples and price furnished to the trade.

The American Embossing Co.

Steel Die and Copper Plate
Engravers to the Trade

192-96 Seneca St. Buffalo, N. Y.

World's Printing Trade Chiefs Look to Milwaukee Show

Every Civilized Country on Globe to Be Represented Among the Visitors

By E. v. KALTENBORN

CIVILIZED countries the world over have expressed active interest in the Graphic Arts Exposition and Convention of the International Association of Printing House Craftsmen, Milwaukee, Aug. 18 to 23, through correspondence from American consuls, by foreign legations in Washington, and large printing houses.

George Horton, American Consul-General at Budapest, *Hungary,* declares he has mailed announcements of the exposition and convention to eight leading printing and publishing houses and adds: "For your information, there is considerable activity in the printing trade in Hungary at the present time."

Thomas W. Voetter, American Consul in Caracas, *Venezuela,* declares that this city contains some of the best equipped printing and lithographing plants in South America, to whom he has sent announcements of the Exposition and Convention.

From the Union Syndicale Des Maitres-Imprimeurs De France comes word that announcements of the Exposition have been printed in the leading trade journals of *France.* Several clippings are enclosed.

From *Guatemala,* comes word from Philip Holland, American Consul, that interest has been aroused in the Exposition and Convention through the placing on the reading table of the Consulate, announcements which are available to all visitors.

The National Paper & Type Company of Buenos Aires, *South America,* writes: "We are showing your printed matter to the leading printers here, as specimens of superior Graphic Art, and we are sure if any of them contemplate being in the United States on the dates set, they will surely visit the Exposition."

WHILE progress in printing has been slow in *Turkey,* nevertheless, there have been inquiries concerning the Exposition, and announcements have been forwarded to various printing firms in Constantinople, and to the American Consuls at *Angora,* and *Smyrna,* according to a letter received from Herbert S. Bursley, American Vice-Consul.

H. Earle Russell, American Consul at Rome, *Italy,* writes as follows: I take pleasure in informing you that the local Chamber of Commerce has been duly notified and the enclosed list of companies is known to be interested in work of this kind. The enclosed list is furnished by the Chamber of Commerce of Rome. It is known that the names given represent the foremost firms in this district." Announcements of the Exposition were sent to all firms named by Mr. Russell.

The following is an expression from Robert R. Bradford, American Consul in Casablanca, *Morocco*: "It has been a pleasure to bring the Exposition to the attention of the various local printing establishments. On behalf of the Exposition, invitations have been extended to the firms, the names of which appear on the attached sheet." A list of ten firms is enclosed.

C. F. Deichman, American Consul General located at Valparaiso, *Chile,* announces he has sent news of the Exposition and Convention to all the Consulates in Chile.

The following is a paragraph from a letter written by Thomas H. Bevan, American Consul in Montevideo, *Uruguay*: "I have read over the announcement with considerable interest and have forwarded a copy to the leading newspapers in Montevideo with the request that as much publicity as possible be given the Exposition. The local newspapers, a list of which I take pleasure in transmitting herewith, will be interested in this Exposition as they purchase the bulk of their printing machinery and paper in the United States."

"Your announcements have been sent to all the leading English language newspapers in this part of China," writes J. C. Huston, American Consul in Tientsin, *China.*

WILLIAM COFFIN, American Consul General in Berlin, *Germany,* writes that the firm of Hanfstaengl's Nachfolger, has notified the Consulate that it will send a collection of engravings to the Exposition.

Other letters expressing keen interest in the Exposition have been received from the Washington Legation of *San Salvador;* from Buenos Aires, *Argentina;* from Warsaw, *Poland*; from Christiania, *Norway;* and from a dozen other foreign places.

Milwaukee Association of Commerce Has Its Throttle of Enterprise Wide Open

Organization Includes Representatives of Every Business, Shipping, Industrial and Other Concerns in Exposition and Convention City

By FRANK H. CLEVELAND
Convention Secretary,
Milwaukee Association of Commerce

THE International Graphic Arts Exposition, to be held in Milwaukee, August 18-23, under the auspices of the International Association of Printing House Craftsmen, very properly attracts the attention of everyone, as everyone is interested in some way in the activities of printing and publishing.

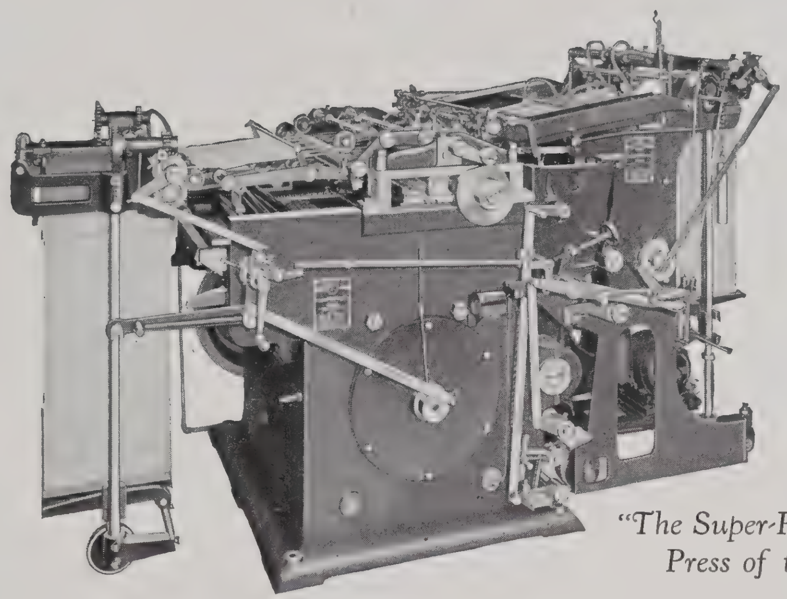
The history of the human race is recorded through printing, and the Graphic Arts Exposition, in turn, is the greatest history of printing. Also, it depicts all the modern developments of the printing crafts. The Milwaukee exposition will be a museum of progress and an up-to-date industrial show of real commercial value; an educational show, involving a greater variety and importance than any other exhibit of human activities.

This exposition is of special importance to the entire printing and allied industries. It is of unique importance to Milwaukee and the great middle west, because of the rapidly increasing importance of this wealthy and progressive section in the printing and publishing field. Another show cannot be held *in this section* for a matter of six years or more, as the International has decided upon the policy of holding shows three years apart. It is quite well understood that the next show should be in the East.

WE are commending this exposition to all citizens. A feature will be special recognition for students to inspect the show under proper direction for its educational value. Other equally significant arrangements are being made.

(TURN TO PAGE 40)

The Miller High-Speed



"The Super-Production Press of the Age"

THE MILLER "HIGH-SPEED" PRESS offers the discerning printer, quick to perceive its heretofore unattainable production possibilities, the opportunity to extend the scope of his operations into a more profitable field. The handsome "High-Speed" Catalog not only describes and pictures the machine but also forms a most convincing example of "High-Speed" printing. Have you received your copy? Send for it to-day!

MILLER SAW-TRIMMER COMPANY

PITTSBURGH, U. S. A.

ATLANTA, 65 Walton St. BOSTON, 191 High St. CHICAGO, 524 S. Clark St. DALLAS, 509 S. Akard St.
NEW YORK, 60 Beekman St. PHILADELPHIA, 141-143 N. 12th St. SAN FRANCISCO, 145 Second St.
MILLER & RICHARD, Toronto-Winnipeg LANSTON MONOTYPE CORP., Ltd., London

Housing of Exposition and Convention Makes Clock-Like Regularity and Order Sure

Milwaukee Craftsmen Back Up Auditorium Facilities With Continuous Unselfish Planning and Labor

How well the Milwaukee Craftsmen will be able to accommodate the convention of the International Association of Printing House Craftsmen, as well as adequately house the Exposition?

The Milwaukee Auditorium covers an entire city block, and is 420x320 feet in dimensions. The Exposition and convention will be housed entirely under one roof.

The Milwaukee Auditorium is one of the largest and unquestionably the most convenient exposition auditoriums in the world. The building was constructed only a few years ago, since which time it has housed more great conventions and expositions than any other exposition building in the United States, with the possible exception of the Grand Central Palace in New York and the Chicago Coliseum.

Conveniences such as water, gas, electricity, as well as ingress and egress to the building, were particularly planned for exposition purposes. Expositions occupying the entire Auditorium have been installed as late as a day before the opening, and dismantled and removed within a day after, so easy is it to get located, and so complete the organization.

Ask for Certificates!

Ask for certificates, when you buy your ticket for Milwaukee!

That is the advice of A. F. Lewis, Chairman of the Milwaukee Booster Committee of the Chicago Club of Printing House Craftsmen.

Mr. Lewis declares that those who don't ask for the certificates which will entitle them to half fare on their return trip will be sorry.

"We can absolutely guarantee that CHICAGO ALONE, will produce 250 certificates, which is enough to entitle ALL DELEGATES to a half fare on their return trip," said Mr. Lewis.

"We trust that no Craftsman will be tempted to buy a return trip ticket for the sake of a small discount when they can just as well have fare and a half."

◆ ◆ ◆

The Milwaukee Graphic Arts Exposition management secured the services of the Chester I. Campbell Organization and the Atlantic Decorating Co., both of Boston, who devote their entire time to handling decorations, assisting exhibitors, and every detail which sometimes "look like a lot of confusion." All such details will move like clockwork. As in the Boston Exposition, exhibitors will find that their interests have been well conserved.

Since the Exposition is not for profit, being essentially a trade education enterprise, the Craftsmen have drawn the bars absolutely against any "schemes," etc., their first thought being to get each exhibitor properly located and rendering him every service compatible with economy and completeness.

Every Craftsman in Milwaukee is working earnestly and indefatigably to make the Exposition the best and the largest ever held. Every man feels, as does the entire International Association of Printing House Craftsmen, that this Exposition is the Craftsmen's contribution to trade education, and therefore is giving his time unselfishly, and without remuneration.

Big Publicity Plan Covers Students

Graphic Arts Exposition Management Has Co-operation of Newspapers in Effective Enterprise

Reaching into every home in Milwaukee, in Wisconsin, and adjoining territory, as a means of securing concrete public interest in the Milwaukee Graphic Ats Exposition, the Milwaukee Club has just staged a contest novel in its scope of general publicity—a necessary and desirable preliminary to the event, August 18-23.

"What Has Printing Done for Civilization?" High School and College students were offered substantial cash rewards for the best essays on this topic, through the *Wisconsin-News* of Milwaukee, and hundreds of essays were received, while men, women and even youngsters became fully aware, once and for all, of the forthcoming exposition and its significance.

A contest for students of printing schools all over America, is now under way. The task is to produce the Craftsmen's Creed, contributed by Dr. Frank Crane.

Exhibits of the results of the contests will be included in the Exposition.

A List of Causes for Slurs in Press Work

Loose, springy and poorly underlaid plates. Over make-ready, under plate or on cylinder; in other words, over-packing cylinder. Failure to reduce packing for very thick stock. Rollers not in contact with vibrator. Cylinder not hard enough on bearers. Bands not tight enough to cylinder. Form locked too rigidly with bed clamps, causing spring. Feed tongues too high above tympan. This will sometimes cause sheet to buckle. Form locked with imperfect furniture or quoins, causing spring. Poor justification and make-up. Badly sprung chases. Too much paste on overlays, or slovenly attached overlays to gripper edge of packing, or carelessly attached and cut underlays. Loose or buckled tympan sheet, or spongy, springy packing. Loose register rack or segment. Form too large for press, or set too near front edge of bed, thus printing after bed has commenced to slow down. Knowing the cause, one should be able to overcome the trouble. Examine your own work first, then the compositors', then examine the press. Faulty make-ready is often the cause of bad register as well as slur.—*Canadian Printer and Publisher.*

Old-Timers Will Vie With New

Challenge of Vocational Expert Accepted by Milwaukee Club

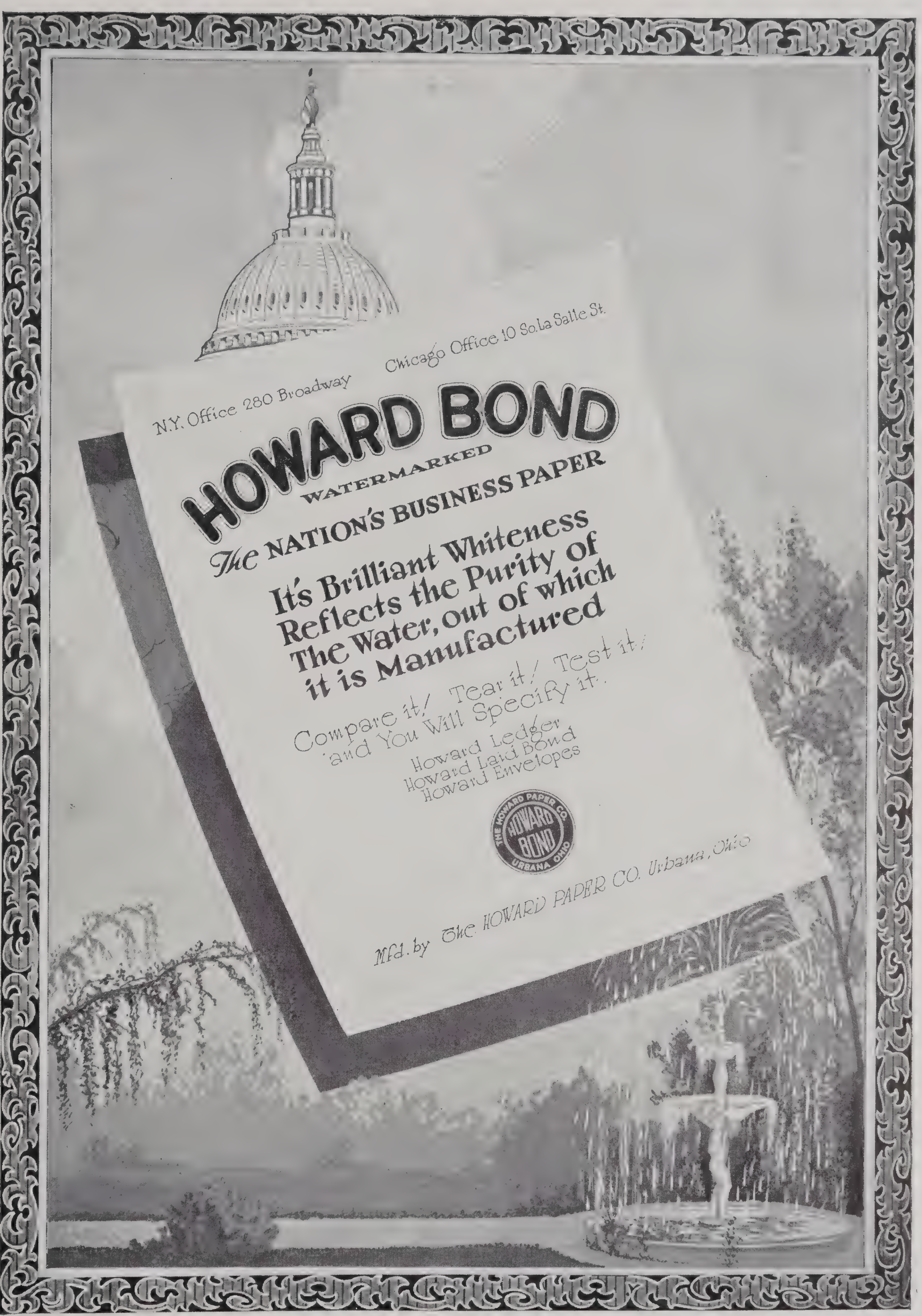
Accepting a challenge of Prof. R. F. Cooley, director of the Milwaukee Central Continuation School, William H. Badke, president of the Milwaukee Club of Printing House Craftsmen has undertaken to prove that the old-time, "all-around" printing house craftsman is not extinct in the modern development of specialization in industry.

Addressing the Milwaukee club, Mr. Cooley said: "It would be interesting to see whether or not among the craftsmen of today, there exists the resourcefulness, artistic ability and craft's skill found in the early pioneers of the printing trade."

Mr. Badke replied: "There are such craftsmen to be found in Milwaukee, and our Club will be glad to undertake the job of finding them. We will take the old time type, press and methods and we will produce one or more craftsmen who will be able to take them and turn out a complete job.

"We are glad to do this because it will enable us to present this demonstration at the Graphic Arts Exposition Convention of the International Association."

(TURN TO PAGE 42)



N.Y. Office 280 Broadway Chicago Office 10 So. La Salle St.

HOWARD BOND
WATERMARKED
The NATION'S BUSINESS PAPER

It's Brilliant Whiteness Reflects the Purity of The Water, out of which it is Manufactured

Compare it! Tear it! Test it! and You Will Specify it.

Howard Ledger
Howard Laid Bond
Howard Envelopes

THE HOWARD PAPER CO. HOWARD BOND URBANA, OHIO

Mfd. by The HOWARD PAPER CO. Urbana, Ohio

Howard Bond on Display by W. F. Nackie Paper Co., at Graphic Arts Exposition, Milwaukee, Wisconsin.

"Harvest of Education Awaits All in Printing Trade"—J.G.Y.

President of Minneapolis Club Sends Out Call to Employers on Big Feature of Milwaukee Graphic Arts Show

The following illuminating and pertinent letter has just gone forward from the MINNEAPOLIS Club of Printing House Craftsmen, over the signature of the president, J. G. Youngquist, and indicates the remarkable convention and exposition spirit evidenced in the Northwest, where the Craftsmen's movement has been taking form rapidly and energetically.

◆ ◆ ◆

THE writer was requested at the last meeting of The Minneapolis Club of Printing House Craftsmen to communicate with each employing printer and supply house in the city to enlighten them regarding our club and the Educational Graphic Arts Exposition, to be held at Milwaukee, August 18 to 24, 1924. This Exposition is authorized by the International Association of Printing House Craftsmen and is held under the auspices of the Milwaukee Club.

As an employer you are always doing a certain amount of apprentice training and educating. But how about your executives? Your Superintendent and Foremen. Are they getting training in new ideas and knowledge? Are you giving them an opportunity to be better executives and craftsmen? Are you giving them a chance to see how the other half of the world is doing printing? Are you giving them an opportunity to serve you better—to run your plant more economically—to turn out a better grade of work for you?

You are vitally interested in these questions and they should have your serious consideration. I think you will find that most of our superintendents and foremen are tied down to their positions so closely that they seldom have the chance to go out and get new ideas and compare their knowledge with the other executives. Through the local Craftsmen Club your executive or representative can avail himself of an unlimited amount of knowledge and new ideas.

A most wonderful opportunity is offered to you and your executives, (in fact, anyone who may be interested) to share in the harvest of education to be reaped at the Milwaukee Educational Graphic Arts Exposition. At this exposition facilities and opportunities will be offered for you and your executives to meet with the leading minds of the trade in this country, for an interchange and comparison of knowledge and ideas. It will open the door to knowledge that it would take years to gain by any other means.

Will you talk to your superintendent and foremen about this exposition? Will you arrange to let as many of your men attend this Exposition as possible? Remember the date—August 18 to 24.

ENCLOSED you will find two folders. *PLEASE READ THEM.* One tells you of the Exposition and the other of the objects of the Craftsmen Club such as has been organized here in Minneapolis. We have 82 members on our Charter and by the next meeting we expect to go over the 100 mark. If you have someone in your plant who is eligible for membership, will you not encourage him to communicate with someone in our Club and become a member? Whatever your executive gains through membership in The Minneapolis Club of Printing House Craftsmen will also be your gain.

The present officers of the club will be very glad if they can be of service to you in any way. We will gladly give you any information you desire regarding our Club. Thanking you in advance for your co-operation and assuring you of *our* co-operation, we are,

"YOURS TO MEET-IN-MILWAUKEE."

More I. C. Clubs Announce Big Delegations to Milwaukee Show

Ten to Twelve Thousand Is Number Now Being Prepared for by Exposition Committees

ESTIMATES based on concrete information received from Craftsmen's clubs throughout the country by the Milwaukee Committee, have in mind taking care of from ten to twelve thousand visitors August 18-23, which will be the largest gathering of Craftsmen in the history of the movement.

The Booster Committee of the Grand Rapids Club announces that this Michigan city will be represented in Milwaukee at least fifty strong and that Milwaukee Graphic Arts Exposition matters are being kept in the forefront in all activities. The Grand Rapids Club is preparing to stage one of its famous skits as part of the entertainment.

The Board of Governor's of the Philadelphia Club have authorized their "On to Milwaukee" Committee to make plans to exhibit printing done by Craftsmen in various printing offices in that city. The Philadelphia Club suggests that other organizations adopt this plan.

The Minneapolis and St. Paul Clubs—youngest of all Craftsmen's organizations, and organized only a few weeks ago—are making plans to send delegations which will open the eyes of some of the older Clubs.

A. F. Lewis, publisher of the Printing Trades Blue Books, and chairman of the Milwaukee Booster Committee of the Chicago Club, declares that there will be 250 visitors from Chicago at the Convention the first day, Monday, August 18; and that the number will be increased from day to day until the big event on Thursday, which has been designated Chicago Day.

Mr. Lewis declared that enthusiasm for the Exposition and Convention was at a high pitch in Minneapolis, June 20, 21, and 22 at the meeting of the International Trade Composition Association. He addressed the Association on the Exposition.

Frank B. Perry, of the Hartford Club says: "I am very glad to read of the great preparations being made by the Milwaukee Club because I am sure there will be a large number of visitors present from Eastern cities. I am quite sure the Exposition will outshine all others, and all things being favorable, I shall be in Milwaukee at that time."

The F. Wessel Manufacturing Company, of Brooklyn, N. Y., is making plans for a large and representative exhibit. Craftsmen will also be interested to learn that Russell E. Baum, of Philadelphia, will demonstrate the Baum 55 High Duty Folder at the Exposition.

The Exposition has received word from the Scholl Printing Company of Chillicothe, Ohio, that Albert Scholl, head of the concern and superintendent Charles C. Metzer plan to be in Milwaukee during the period of the Exposition.

◆ ◆ ◆

RUSSIA now has 330 city and 168 country papers, reaching 2,520,000 readers. This compares to 316 and 131 papers in 1914 with 2,708,000 circulation. In many factories newspapers written by hand by the workers are posted on the walls.

the World's Largest? NEWSPAPER CIRCULATIONS.

THEY'LL have a lot of good fun with each other at the Advertising convention—those British Advertising men and the American "On-to-London" delegation—over the relative "sizes" of things in this country and abroad.

The Americans will tell, with just pride, of the enormous newspaper circulations built up in our metropolises.

But the British will have a real come-back with their "Daily Mail" which enjoys a net sale in excess of eighteen hundred thousand each day.

Also, the "News of the World" with Sunday editions of 3,000,000 will come in for its share of glory.

"The Mirror" (over a million daily), "The Express" (850,000), "The Times" and Messrs. Hulton will likewise be proudly cited by our British cousins.

When the Americans visit the plants of these publishers, however, they'll feel right at home. For there they'll recognize Goss Presses on the job the same as they are in the pressrooms of America's leading publications. And they'll find British pressmen as loyal to Goss Presses as are American pressmen.

Some forty-eight Goss Sextuple and Octuple Presses are in the service of leading London newspapers alone. Many more throughout Great Britian, Australia, New Zealand and Canada.

Publishers throughout the British Empire and the European continent favor Goss Presses as highly as do American publishers. *Appreciation of the best is, after all, a universal trait.*

THE GOSS PRINTING PRESS COMPANY . CHICAGO
The Goss Printing Press Co. of England, Ltd., 18-19 Whitefriars St., London, E. C.

GOSS
PRESSES

LOOKING THEM OVER : : : *With "NPJ"*

Readers are Invited to Submit Copies of Their Newspapers for a "Once-Over." This Department Purposes to Interchange Ideas Among Printer-Journalists. Criticisms on Specific Points May be Had Upon Written Requests.

SO THIS IS—JOURNALISM!

"The Press Feeder", From The Typographical Journal

Cute hick squab in Hollywood
Tried—but little—to be good;
Slipped and tripped with an awful bang;
A little more copy for the newspaper gang.

Curious granger from Kankakee
Went to the city the sights to see;
Got rolled flat like a maimed tomater;
Another short take for the operator.

Now the deadly triangle in fam'ly life.
The fast man fools with the slow man's wife;
Now he's gone for a nice long rest;
A little "night press" for the proofreader's desk.

Let come good news or let it come ill,
It's all good grist for the newspaper mill;
If you make a wad, or blow up a mess;
It's all good feed for the big web press.

◆ ◆ ◆ ◆ ◆ ◆ ◆

PRIZE BABY IDEA—The Stanwood (Wash.) *News* took photos of babies in the homes of subscribers, the pictures being thrown on the screen in a picture theater, and merchandise prizes going to the parents of the most popular little folks.

In his chain of six Orange County, N. Y., weeklies, Thomas Pendell has been conducting a baby picture contest, says the *Cornell Service Sheet.* Pictures of babies are printed each week and readers are asked to vote on the prettiest. Every paid in advance subscription at $2 is good for 25 votes. In addition, a ballot is printed in each issue which is good for one vote. At the end of the contest, a first prize of a silver cup, a second prize of $25 in merchandise, a third prize of $20 in merchandise, a fourth prize of $20 in merchandise, and a fifth prize of $10 in gold will be awarded. All the prizes except the last are donated by Orange County merchants. The fifth prize is the gift of a candidate for sheriff. The mother of each baby entered is given a card which entitles her to a ten per cent reduction on goods purchased in the baby department of an Orange County store.

PSITTACISM—Eric W. Allen, *Dean Oregon University Journalism*: "A recent satirist of our times relates the modern social poison of 'bunk' to its Greek equivalent, *'psittacism'*, which means prattling like a parrot * * * The cure for *psittacism* of the press—and that is about the only fault the press has (all others would disappear with this) is distinctly in education."

MARKET ANALYSIS—Frank T. Carroll's new book about *"Merchandising the Indianapolis Radius"*, (through the Indianapolis *News,* of course), is a masterpiece of printing as well as content of interest to advertisers. Not many publications of this kind by newspapers are really fine examples of the *printer's* art, sad to say; yet, it is not true that the very men to whom such things are mailed are keenly interested in and very critical of printing, color, etc.?

TELL THEM!—The St. James (Minn.) *Plaindealer*, $2 weekly, is using an envelope-size four-page folder, the purpose of which is explained on the front side: "A News Item Concerning YOU From a Recent Issue of the St. James Plaindealer, Will Curtis & Son, Publishers". Pages 2 and 3 are for pasting in clippings, and show date of the issue, and the last page has a subscription blank form.

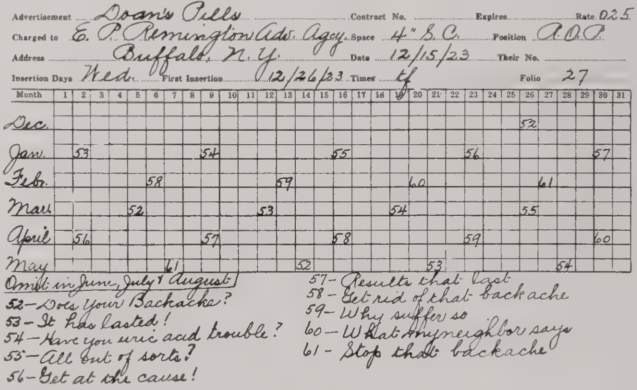
GOVERNOR WINS AGAIN!—Friend W. Richardson, Governor of California, was elected president of the California Press Association for the twenty-second time. Gov. Richardson has been actually as well as nominally the head of the organization, and a moving spirit in its undertakings. His first job as a printer-journalist was with the San Bernardino (Cal.) *Daily Times-Index.* In 1901 he purchased the Berkley *Daily Gazette.* Richardson's gubernatorial campaign was conducted entirely by a newspaper men's campaign committee.

INTEREST STORE EMPLOYES—The Salt Lake City (Utah) *Tribune* does constructive work in interesting clerks in the local stores to be interested in the advertising columns, by writing circular letters to the clerks, in part as follows:

> "As a loyal employee of the ——— Company, I am sure you are interested in the firm's advertising and enclose a statement from the issue of the **Tribune,** and particularly call your attention to the circulation coverage of the Salt Lake **Tribune** in Salt Lake City.
>
> "My reason for doing this is to obtain your hearty support in assisting your firm to secure the maximum result from its advertising, which can only be accomplished through salesmen's co-operation.
>
> "As a suggestion, which I trust you will receive in the way intended; i. e., our mutual interest, permit me to ask that you read very carefully your firm's advertising in which you will find a selling talk that will be of great benefit to you in your sales. By reading the firm's advertising continuously, the salesman or clerk becomes better acquainted with every department of the store, its policy and principles, and this acquaintance will make a more efficient and valuable employe. The sales force is more or less a liability to any store until it can intelligently back up the advertising.
>
> "Also read the general news of the day with a view of being informed on the local happenings and the nation's news, enabling you to interestingly discuss current events."

THE CHAPPLE BOYS—Antigo (Wis.) Daily Journal: "The Ashland *Daily Press* has just moved into its new building. The Chapples have been in charge of the *Press* for a long time. Joe Chapple, now editor of the *National Magazine,* started in on the *Press* as a carrier boy. In a few years he and his brother, John, owned the plant. When he went East, John was in complete charge. For a short time it was conducted by other parties, but they didn't seem to be able to make things go and John got back on the job, and it has been going good ever since. Another paper tried to start there during the past year, but it didn't run over a few months. John was recently appointed postmaster, and he doesn't do much around the office now, but he has a couple of sons whom he has educated to take the burden from his shoulders."

CONTRIBUTES A GOOD IDEA—W. H. Orr, Falls City (Nebr.) *Daily Journal,* in renewing his subscription to *"NPJ"*, states that he has been getting a good many ideas from "the Magazine for the Newspaperman and the Printer", and wants to pass one along which has proved valuable in his plant. He says: "Am also enclosing a copy of the foreign advertising schedule card we use and which we have found to be very nearly error-proof. We used and revised for nearly a year, until now the card seems to be complete. By this method each schedule is handled entirely from the business office, except that the plates are held in the composing room, and run according to "today's" foreign order sheet, sent to the composing room each morning. Order sheet is made in duplicate and checked back with first paper off press. In this way mistakes are practically impossible."



Advertisement Doan's Pills Contract No. Expires Rate 025
Charged to E. P. Remington Adv. Agcy. Space 4" S.C. Position A.O.P.
Address Buffalo, N.Y. Date 12/15/23 Their No.
Insertion Days Wed. First Insertion 12/26/23 Times tf Folio 27

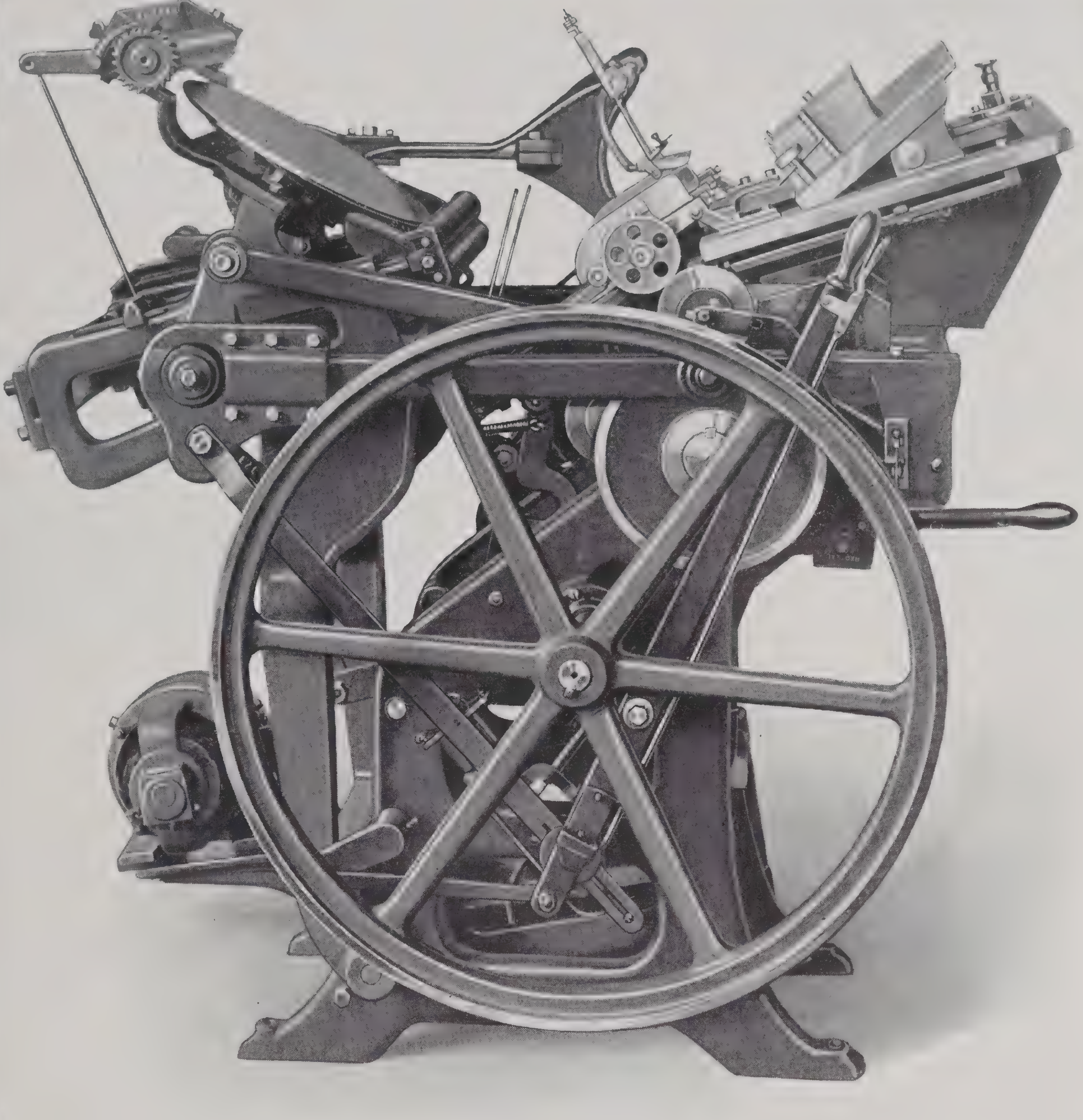
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Dec.																										52					
Jan.		53							54							55							56							57	
Feb.						58							59							60							61				
Mar.					52							53							54							55					
April		56							57							58							59							60	
May							61							52							53							54			

Omit in June, July & August
52–Does your Backache?
53–It has lasted!
54–Have you uric acid trouble?
55–All out of sorts?
56–Get at the cause!
57–Results that last
58–Get rid of that backache
59–Why suffer so
60–What my neighbor says
61–Stop that backache

W. H. Orr's Foreign Advertising Schedule Card

REFUSING ADVERTISING—Ole Buck, field secretary of the Nebraska Press Association, declared in a recent address that any publisher who refuses to take advertising from a reputable advertiser "stands a chance of getting into trouble," because of the phraseology of the second-class privilege, for which the publisher makes oath that any "reputable advertiser" may used his columns.

(TURN TO PAGE 46)

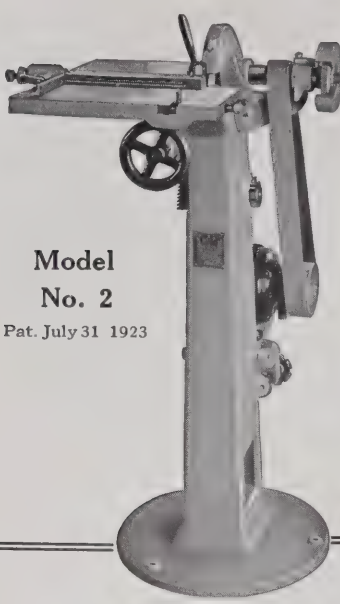


THE KLYMAX FEEDER attached to a CHANDLER & PRICE PRESS insures a rapid automatic unit that is capable of handling the various classes of job printing quicker and more accurately than can be done by hand.

KLYMAX FEEDERS are made for the 8x12, 10x15, 12x18 and the new 12x18 CHANDLER & PRICE CRAFTSMAN PRESS. Write our nearest Selling House for descriptive circulars and quotations.

AMERICAN TYPE FOUNDERS COMPANY

MANUFACTURER OF THE KLYMAX FEEDERS



Model No. 2
Pat. July 31 1923

Shipped Ready for Use

What to Look for In a Saw!

There is no difference between buying a saw, or any other kind of merchandise. You must make a comparison. The C. & G. TRIMMITER offers the greatest values for the least amount of money. These ***proved points of superiority*** places the TRIMMITER in a class by itself.

1. A positive, powerful work-holding vise.
2. Instantly set, self-locking end gauge.
3. Graduated Miter Gauge, permits mitering border without reducing its length.
4. Material to be cut is placed in front of gauge causing finer and smoother cutting.
5. Will saw and trim to less than one pica in length by points, without adding any attachments.
6. Ribs of slugs can be trimmed off. Our dependable work-holding vise will be relied on to hold them in position.
7. Column cannot clog, as waste material is ejected from side, passing clear of machine.
8. Sawdust must go down column and not through the air.
9. Motor off floor and fastened on an adjustable bracket; belt "slack" can be taken up instantly.
10. Positively safe and fool-proof.
11. Heavy construction throughout, and like all efficient machines, simple mechanically, consisting of few parts.
12. Most economical saw for the employer, and easies for the operator.

C & G TRIMMITER

All features of the Trimmiter have been patented, and patents issued July 31, 1923, and May 27, 1924.

Let us send you our new circular fully illustrating and describing our three models of Trimmiters.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

LOOKING THEM OVER

LONG DISTANCE RECORDS—NORTHFIELD (MINN.) NEWS: "The Red Lake Falls *Gazette* recently announced that 'for the first time in nineteen years one of the Gazette's regular advertisers is missing from its columns this week, Leo Spillane having sold his store.' The *Gazette* then issues a challenge to any weekly newspaper in the state of Minnesota that can boast of an advertiser who never missed a week in nineteen years to make the record known. The *News* is glad to accept the challenge because it can present a record alongside of which the Red Lake Falls merchant is a piker—altho if he had stayed by the game he no doubt would have proved just as persistent and consistent an advertiser as our entrant in the contest. This week the Alex Marshall Co. announces a thirty-fourth anniversary sale. Since this business was established in 1890 the firm's advertisement has never been missing from the weekly issue of the Northfield News—a record which may account to some extent for the fact that it is today the largest mercantile establishment in Northfield."

SHOP OF THE AHOSKIE (N. C.) HERALD

SHOWS THEM—The Ahoskie (N. C.) *Hertford County Herald,* on the occasion of its fifteenth anniversary, recently celebrated, published the above picture of its shop on its front page in large size, to get its subscribers acquainted with the place where the paper was made. In the foreground is J. Roy Parker, the editor; at the Linotype is Mr. Green, and the press is being operated by James S. Vinson, who is also manager.

CAPITALIZING ERRORS—The Chelan (Wash.) *Leader* offered a weekly prize to the paid subscriber finding the largest number of typographical errors in the advertisements of a week's issue.

RECEIVES VERBAL BOUQUET—R. H. Glenn, editor San Fernando (Cal.) *Sun,* received the following tribute from his brother editor, John E. King, editor Hemet (Cal.) *News*: "Dear Bro. Glenn: I have watched with interest the progress of *The Sun* to the top heap of country journalism, and desire to congratulate you upon the continued evidence from week to week that you know how to give your people service, and upon the evident effort of the San Fernando people to reciprocate in the way of patronage."

FREE DRINKS FOR ALL!—Schemes for getting the readers to drop into the office are many and diverse, but here's a new one. N. A. Gerig, editor of the Mellette (S. D.) *County News,* recently printed in his paper this invitation: "The office cistern still has some good filtered soft water and the pump works just fine, so if you have no other excuse to stop, stop for a drink."

A VACATION AT LAST!—Hardworking country editors who have been "hardworking" without a vacation for years, might be able to get one with the method of W. F. Schemmp, editor of the Brodhead (Wis.) *Independent-Register.* He says: "The university school of journalism has made a practice of sending out groups of students in that department to take full charge of the advertising and editorial work of several state newspapers, and this summer several editors are arranging for such relief from their work, and will turn over their publications. This makes fine practice for the students, and a change for the papers' readers. We are considering some such arrangement for the month we expect to spend in the east in June and July."

AN "EARLY BIRD" EDITION—J. C. Clough, editor of the Wentworth (S. D.) *Lake County News,* a weekly of 550 circulation, gives his subscribers an extra service, free of charge, in the "Early Bird," a four column, four page paper issued in the first part of the week. It contains "in briefest form, current news of interest."

DISPENSES COMFORT—The Washtuca (Wash.) *Enterprise* provides a writing table and stationery in its front office, inviting all visitors to the office to use the facilities.

(TURN TO PAGE 48)

"SATISFIED CUSTOMERS"

KEEP YOUR PRESSES HUMMING

-- THEREFORE --

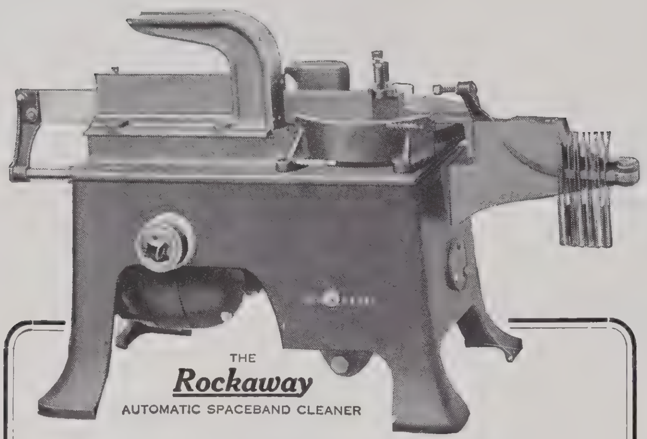
PAPERS OF QUALITY ARE SAFEST TO USE

To Please Your Blotting Paper Customers
Use ALBEMARLE BRANDS–
Backed by 37 Years of Manufacturing Experience

Our Established Brands Are

WORLD – HOLLYWOOD – RELIANCE
ELDORADO – VIENNA MOIRE – ALBEMARLE
HALFTONE – ALBEMARLE ENAMELED

The Albemarle Paper Mfg. Co.
RICHMOND, VIRGINIA
U. S. A.



EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

The Rockaway

Space Band Cleaner Does The Work in a Fraction of The Time

The old way of cleaning space bands by hand is now obsolete. The Rockaway does it in less than one-fourth the time, and does it with uniform thoroughness, applying graphite in just the right quantity. No guess work about it. Prevents metal from accumulating at casting point.

Space Bands Should Be Cleaned At Least Twice Daily

They should be but they aren't always cleaned twice a day because it's a dirty, monotonous job. With the Rockaway, cleaning them at the rate of thirty a minute, any boy can quickly do the job.

The Rockaway

is 24 inches long, 15 inches wide and 12 inches high — weighs only 73 pounds and can be attached to any light socket. Made for either direct or alternating current and for any voltage. The most skeptical mechanics are quickly convinced of its value. Pays for itself in less than a year and adds a valuable hour to your productive time. Descriptive folder and prices sent on request.

Within the last two weeks shipments of the Rockaway Space Band Cleaner have been made to London and South Africa.

Be sure to see the Rockaway at the show in August

The Rockaway Co.

3508 Grand Ave.,
Milwaukee, Wisconsin

LOOKING THEM OVER

TOURIST EDITION DE LUXE—The Halifax (N. S., Can.) *Morning Chronicle* believes in the ancient Latin dictum, "*Age bene; quod agis*"—"what you do, do well." A 60-page Tourist Edition was issued with articles and pictures telling the complete story of Nova Scotia and inviting tourists and vacationists to visit the "land of wooden ships and iron men." Nothing was left undone in the unearthing of things interesting in Nova Scotia. And the pictures were particularly inviting. We have made a resolve to visit the Evangeline country—now that we've seen the Tourist Edition of the *Morning Chronicle*.

LIONS' SOUVENIR EDITION—An 18-page Lions' Convention Souvenir Extra was issued by the Elgin (Ill.) *Courier* on the day of the recent Lions state convention held in that city.

NEW PUBLISHER GETS A PAGE—When Judge A. C. Backus, Milwaukee, recently moved from his court room to his new office of publisher of the Milwaukee (Wis.) *Sentinel*, now counted a Hearst property, his newspaper published a full page of cuts covering scenes in the receptions, etc., together with complete stories of the event on other pages.

LEAVES TOWN TO SEARS-ROEBUCK—Illinois community papers have been printing this headline numerously. A Norris City, Ill., weekly suspended. The editor in parting said: "The merchants have been sleeping for some time, seemingly content to let Sears-Roebuck have the business * * Consequently Publisher Clippinger accepted an offer where he is surer of greener pastures."

NEWSPAPER IS THESIS TOPIC—The Sheboygan (Wis.) *Press-Telegram*, C. E. Broughton, now about to enter a new building for the second time in a few years, was the subject of the thesis of Miss Harriet Jaeger, University of Wisconsin Journalism graduate, in June.

MESSENGER OR SOURCE?—EDITOR AND PUBLISHER: "Press critics sometimes strike at the messenger, rather than the source of evil tidings. Would the critics of the press prefer, in the name of decent living, that such rank growths as Leopold and Loeb should be glossed over, minimized, suppressed? Would they have the newspapers enter into a conspiracy of silence and permit such evil conditions to brew horrors beneath the surface? In such circumstances the public would rightfully draw an indictment against journalism. When evil conditions persist in the face of exposure, the indictment rightfully rests against the social system."

HIS BOOK OF LIFE—Arthur G. Staples, veteran Augusta, Me., printer-journalist, was recently tendered a testimonial banquet by citizens of the city and state, and a ten-chapter story of his life presented to him, each being written by a prominent "Man From Maine."

"BY" LINES—The Hamburg (N. Y.) *Independent* "credits" the writers of notices and stories of meetings, etc., often the secretary of an association, by placing a 6-point line in a parenthesis over the item and under the headline, "Reported by Cathrine Howard." This stimulates reports of news matter occuring in community and other organizations.

COUNTRY AND CITY PRESS—JOHN DANIHY, S. J., *Dean Marquette University* (Milwaukee) *College of Journalism*—"There is to my mind a fundamental reason for the relatively higher influence of the country editor. He is a greater personality; his city brother is merely a writer. * * * The country editor is the composite of all his people. The possibilities of his personal influence are limited only by the limitations of his powers."

LOCAL LUMBERMEN ADVERTISE—San Antonio, Tex., lumber dealers are using co-operatively purchased newspaper space to tell the "Romance of Lumber."

(TURN TO PAGE 50.)

In Memory of

† **Edgar S. Bronson** †

President of the National
Editorial Association
Publisher, El Reno (Okla.) American
June 9, 1924

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

ROUSE makes the majority of all Lead and Rule Cutters, Lino Slug Cutters and Mitering Machines used in the United States. The reason is QUALITY.

*In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.*

*Leading Type
Founders Will
Take Your Order*

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

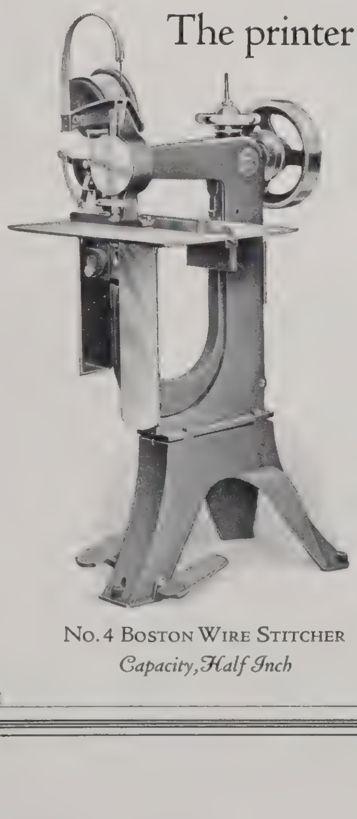
If BOSTON Wire-Stitched, it's Well Stitched

The printer or binder equipped with the BOSTON Wire Stitching Machines never has to apologize for the quality of work turned out. In every stitching feature it is far superior.

The size of wire, drive and clinch are just right for the job whether it is heavy or light, requires fine round wire or heavy flat—and changes of work or wire are made instantly by operator without the use of tools.

Turning the handwheel to gauge the thickness of work automatically adjusts all parts, an exclusive and valuable *Boston* feature—the greatest economizer in this class of machinery. Our nearest Selling House will give full particulars and quotations. Write today.

American Type Founders Company
GENERAL SELLING AGENT



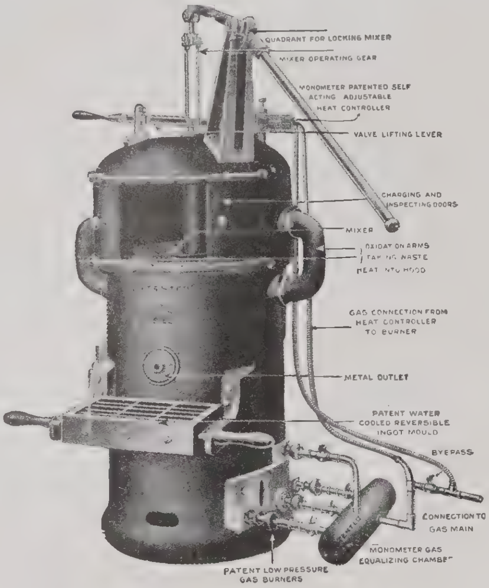
No. 4 BOSTON WIRE STITCHER
Capacity, Half Inch

SET IN CLOISTER OLDSTYLE AND CLOISTER CURSIVE CLELAND BORDER

Maintain the Quality Of Your Metal

by using the

MONARCH MONOMETER


QUADRANT FOR LOCKING MIXER
MIXER OPERATING GEAR
MONOMETER PATENTED SELF ACTING ADJUSTABLE HEAT CONTROLLER
VALVE LIFTING LEVER
CHARGING AND INSPECTING DOORS
MIXER
OXIDATION ARMS
TAKING WASTE
HEAT INTO HOOD
GAS CONNECTION FROM HEAT CONTROLLER TO BURNER
METAL OUTLET
PATENT WATER COOLED REVERSIBLE INGOT MOULD
BYEPASS
CONNECTION TO GAS MAIN
MONOMETER GAS EQUALIZING CHAMBER
PATENT LOW PRESSURE GAS BURNERS

Melting Furnace

It is the most efficient equipment for newspaper plants where type and stereotype metals are re-melted daily.

Our anti-oxydation system enclosing the surface of the metals reduces the dross to the minimum and retains the tin—the most essential ingredient to good printing.

Furthermore our automatic heat control positively prevents overheating of the metal further reducing oxydation — effecting a substantial economy.

Will Quickly Pay For Installation

The saving of gas, time and conservation of metal formerly lost in dross will pay for this furnace in a comparatively short time.

The "Monometor" is made in the following sizes: 500 lbs., 1000 lbs., 2000 lbs., 4000 lbs. and 6000 lbs. Built for all regular molds. Built with swivel spout. Built with molds mounted on carriage.

Additional information and list of users will be promptly furnished on request.

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

LOOKING THEM OVER

The Editor's Beatitudes

By D. C. Menefee
Vilas County (Wis.) News

Blessed are the Merchants who advertise because they believe in it and in their business; *for their prosperity shall increase many fold.*

Blessed are the Country Correspondents who send in their well written items every week; *for fame of their friendly neighborhoods shall go abroad in the land.*

Blessed is the Woman who sends in a written account of a party or wedding; *for she shall see the details of the function and the names of her guests correctly reported.*

Blessed are all those who do not expect the editor to know everything but who call up and tell him whenever an interesting event occurs to them; *for they shall have a newsy paper in their town.*

Blessed are they who got their copy in early; *for they shall occupy a warm place in the editor's heart.*

Blessed are all those who co-operate with the editor in his efforts in behalf of the Community; *for their town shall be known far and wide as a good place in which to live.*

◆ ◆ ◆

Special Kennerly Issue, *Monotype Journal*—Demonstrates the use of Kennerly in book and direct mail printing. Mitchell Kennerly's article on the history of the conception of this face, through a suggestion by Frederick Goudy in 1911, when a special volume of H. G. Wells' works was desired, and of the delving through the masters of old and new typography, indicates the thought, time and effort which is put into the production of new faces—something little realized by the average printer-journalist. This story is worth the close and studious reading of every one interested in the subject of printing. "It is a big thing to create a type face that may live through centuries," says the article. *Indeed it is.*

R. O. Eastman, Inc., Cleveland, in *The Spade*: "The only saturation point in any business is when the people in that business get saturated with the idea that they cannot sell any more goods."

◆ ◆ ◆

NEWSPAPER CHAIN GROWS—The Taunton (Mass.) *Journal* is the latest addition to the newspaper chain of the Quincy (Mass.) Publishing Co., and the fifth. The others are the Quincy *Journal-Enterprise*, the Hull *East Wind*, the Hingham *Herald* and the *Braintree Citizen*. The first edition of the *Journal* was marked by a pleasing simplicity, and agreeable distinctiveness of tone. Ludlow all-slug composition provided every line of display from 18 to 60 point. Even the heads were in Ludlow, set in italics, 18 to 48 point of the Cheltenham and Caslon series. The heading given the most prominence in the *Journal* was made up with 30 point Cheltenham Bold and 18 point Cheltenham Bold for the lower decks. The Quincy Publishing Company has a new plant at 1611 Hancock street. Simon Swig is business manager.

VETERAN EDITORIAL WRITER—Capt. William Rule, of the Knoxville (Tenn.) *Journal and Tribune*, believed to be America's oldest active editorial writer, celebrated his eighty-fifth birthday at his desk recently.

NO COLUMN RULES—The Lebanon (Tenn.) *Democrat* recently came to the editorial desk of *"NPJ"* without column rules being used in that particular number. Inquiry elicited the following reply which may be of general interest to printer-journalists: "We were compelled to do this because our newspaper press went out of commission and we ran the paper on a two-revolution cylinder made for job work. It was run end on, and column rules work out, causing no end of trouble. Hence the omission of the rules."

EVENING PAPERS, John Levand, Denver (Colo.) *Post*—"Evening papers should be delivered on time and early enough to allow the women of the household time to read the headlines and perhaps the comics, before the head of the family gets home, so he can have the paper during the evening without any interference, and he will be happy to know that his paper is always waiting for him when he returns from his days work."

(TURN TO PAGE 52)

OFFICE MEMORANDUM

Mr. Publisher of a Newspaper under 7,000 circulation

Mr. Basil L. Smith **OF** Philadelphia **CALLED**

He Left Word That his organization is ready to release a brand-new classified advertising feature service, known as "First Features", to your newspaper at a brand-new price. This service, consisting of illustrated publicity features and organization features for promoting classified volume, can be released to you in units of three sizes – at surprisingly low prices. This is your opportunity to develop your classified columns through up-to-the-minute publicity and methods of business-building. Write today for the First Features Catalog and the price quotations for your newspaper. (Give circulation.

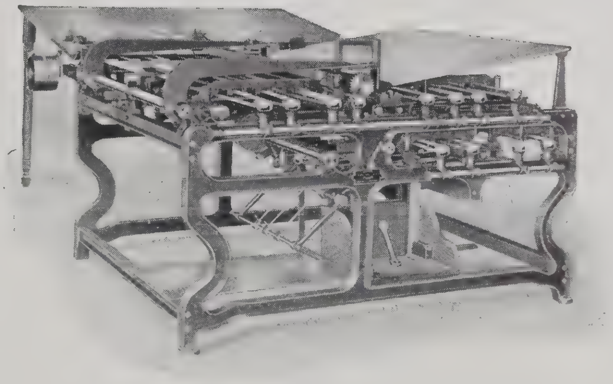
First

TRADE MARK

CLASSIFIED FEATURES

THE BASIL L. SMITH SYSTEM, Inc., International Classified Advertising Counsellors
403 Otis Building Philadelphia

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO
"BUILDERS OF PROFITABLE FOLDING MACHINERY"

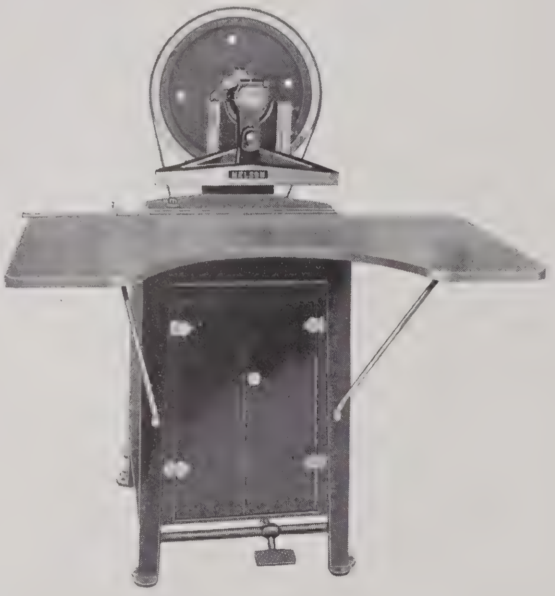
The Ideal Equipment for

Newspaper Job Offices

Nelson Heavy Duty
Multipurpose Machines

are Particulary Effective for

Punching Perforating
Die Cutting



A Partial List of Users Follows:

News Democrat,
Belleville, Ill.
Semi Weekly News,
Monroe, Mo.
Democrat Printing Co.,
Madison, Wis.
J. P. Smith Printing Co.,
Rochester, N. Y.
Albrecht Company,
Baltimore, Md.
G. J. Aigner Co.,
Chicago, Ill.
Pearson Printing Co.,
Washington, D. C.
Dodge Manufacturing Co.,
Mishawaka, Ind.
Lefebure Ledger Co.,
Cedar Rapids, Iowa
Richmond & Backus,
Detroit, Mich.
Devoe & Reynolds,
Chicago, Ill.
Blum Printing Co.,
Dayton, Ohio
Schwab Printing Co.,
Portland, Ore.
Kohn & Pollock,
Baltimore, Md.
Taylor Printing Co.,
Ocala, Florida
F. M. Strickland Prtg. Co.,
St. Louis, Mo.
Jobson Printing Co.,
Louisville, Ky.
Reserve Litho. & Ptg. Co.,
Cleveland, Ohio
Baker Paper Co.,
Oshkosh, Wis.
Davis Printing Co.,
Milton, Wis.
Frank Winfield,
Grand Junction, Colo.

Kistler Stationery Co.,
Denver, Colo.
New Method Book Bindery
Co., Jacksonville, Ill.
St. Louis Envelope Co.,
St. Louis, Mo.
Smith Grieves Co.,
Kansas City, Mo.
Casey Printing Co.,
Kansas City, Mo.
Strange Printing Co.,
Miami, Florida
Geo. E. Fox & Co.,
Chicago, Ill.
Whiting Plover Paper Co.,
Stevens Point, Wis.
Sovereign Press,
Toronto, Canada
The Born Printing Co.,
Philadelphia, Pa.
McInnis Brothers, Ltd.
Regina, Sask.
Schaeffer-Ross Company,
Rochester, N. Y.
Waldorf Paper Prod. Co.,
St. Paul, Minn.
Otterbein Press,
Dayton, Ohio
Wm. F. Murphy's Sons Co.,
Philadelphia, Pa.
Cantwell Printing Co.,
Madison, Wis.
Dual-Use Co.,
Knoxville, Tenn.
Spielman Label Co.,
Chicago, Ill.
Bradner-Smith Paper Co.,
Chicago, Ill.
Clark & Courts Co.,
Galveston, Tex.

Let us send you literature explaining the advantages of the most advanced types of punching, perforating and die cutting machines.

C.R.&W.A. NELSON, Inc.

227 N. Michigan Avenue, Chicago

Looking Them Over

HE'S GOT THE PRINTER-JOURNALIST SPIRIT!—Edward N. Hines, *Speaker-Hines Printing Co.,* Detroit, in *American Magazine*: "You know, it's a wonder to me that more people won't put themselves out to do the unusual and unexpected thing. It's what gets business and makes people notice you. Nobody gets anywhere, of course, unless he can deliver the goods. But you must first get the order or you won't have a chance to deliver."

WOMAN PUBLISHER CANDIDATE—Mrs. Sallie King Hopkins, for ten years publisher of the Walder (Tex.) *News,* and founder of the Duval County *Curtain,* is a candidate for the legislature.

O'FUREY EVER-PRESENT—Youngstown (O.) *Telegram*: "Joe P. O'Furey, once circulation manager of the *Telegram,* is a delegate from Nebraska to the Democratic National convention in New York. Joe, publisher Hartington, (Neb.) *News* and association leader, was also at the Cleveland convention and sat with the Nebraska Republican delegation. But as Joe didn't try to stampede the convention for a Democrat, it was all right."

FIRST-PAGE MAKE-UP—Cornell Service Sheets: A recent issue of the Cooperstown (N. Y.) *Freeman's Journal* shows how an attractive first page may be made with a limited number of type faces used for heads. Only 14 point caps and lower case and 8 point caps and lower case are used. Only three two-deck heads are used. These are in the first, fourth and seventh columns, and consist of a drop line of 14 point and a three line inverted pyramid of 8 point. In columns two and three and five and six, two-column drop lines of the 14 point are used. The page is almost perfectly balanced except that boxes of unequal length are used in columns three and five. More than 30 separate headed stories are used on the page, which results in giving it an extremely newsy appearance.

WHAT A WEEKLY CAN DO—The Clintonville (Wis.) *Dairyman-Gazette,* A. A. Washburn, in a recent issue produced without any special preparation, carried 1208 inches of paid advertising, in connection with a home booster campaign. *"NPJ"* readers will recall the story on Mr. Washburn's wonderful results in a community building. Mr. Washburn offered prizes for attendants coming the longest distances at the Booster Day observance, and also cash and subscription prizes for school children's essays. The winning school got a Webster's International Dictionary.

AMERICAN DAILY IN FRENCH—The Woonsocket (R. I.) *Daily LaSentinelle* recently went on the press for the first time, E. J. Daignault, a prominent lawyer, is president, and J. Albert Foisy, formerly of L'Action Catholique, Quebec, is manager. The plant is Ludlow equipped, and this involved furnishing matrices with French accented characters and other somewhat unusual requirements.

A "KIDDIES" SECTION—The Elgin (Ill.) *Courier* uses about one-fourth of its editorial page to print *The Elgin Courier Junior*, a department "devoted in the interests of school school children of Elgin and vicinity." All scholars of the grade schools are the reporters and their school items are edited by editors in their respective schools, who submit the "copy" to the paper.

WHEELER SAMMONS (Executive Editor, *System*): "The vice-president went on to describe how he had first saved a million dollars—by making a rearrangement here, trying out a new plan there. By *always testing the newest, always questioning the existing routine.* Little plans and methods, logical handlings of equipment, all of which could be used in 9 businesses out of 10 just as well as in his very large enterprise. 'I tell them we must save,' he said, 'but I go on to say that we only want to save where it is clear we should save.'"

NEWSPAPER ADVERTISING MANAGERS' CODE OF ETHICS—Adopted at the 1924 annual of the A. N. A. E., Columbus, O., followed by the re-election of Frank T. Carroll, Indianapolis (Ind.) *News,* as president:

No advertisement to be accepted if it is misleading, fraudulent or harmful. References to competitors should be truthful and derogatory references regarding personnel, policies or advertising value should be avoided. Statements of circulation and advertising lineage should be subject to verification. Commissions to advertising agencies should be allowed on national advertising when recommended by properly constituted authority and in accordance with the paper's policy, but recognition of agency should be restricted to organizations functioning as bona fide agencies. Published rate card should carry every rate advertiser can earn, and contract should be subject to scrutiny. All advertising rates should be based upon run of paper service. *No advertisment should be published in the guise of news or editorial matter.*

Make the WESTVACO *Mill Brand Papers* as shown in the *Reference Book* your standard for comparison in paper quality and value. *The world's largest manufacturers of high grade printing papers* back their worth and pressroom performance

The Westvaco Mill Brand Papers *sold through* The Mill Price List

Velvo-Enamel

Marquette Enamel

Sterling Enamel

Westmont Enamel
India Tint

Pinnacle Extra Strong Embossing Enamel
White India Tint

Westvaco Ideal Litho.
Coated One Side

Westvaco Super

Westvaco M. F.

Westvaco Eggshell

Westvaco Text
White Gray India Tint Brown Blue Goldenrod

Westvaco Cover
White Gray India Tint Brown Blue Goldenrod

Minerco Bond
White Pink Blue Canary Goldenrod

Origa Writing
White Canary

Westvaco Index Bristol
White Buff Blue Salmon

Westvaco Post Card
Cream

WEST VIRGINIA PULP & PAPER COMPANY · New York and Chicago

A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

The MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D.C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

Johnsonized

The following letter from one of our customers is the best evidence of what Johnsonsized service means.

From the Sparta Herald, Sparta, Wisconsin. June 9th, 1924.

"We are very glad of this opportunity to commend the work done for us the last five days by your machinist. He has moved and rebuilt our Cylinder Press and put it in excellent running shape. Before he came we had about decided to dispose of the press. Your machinist also gave us invaluable assistance in the removing and repairing of our other printing machinery during the period in which we were changing the location of our plant. There has been no mechanical problem or moving problem which he has not been able to solve promptly for us. His willingness to co-operate and his hearty interest in the work have won for him a high place in our esteem. When we have need again for the services of an expert, we shall try to get your machinist. This letter is written without equivocation and without solicitation."

◆

We have in Saint Paul a modern factory devoted entirely for the remanufacture of printing, binding and typesetting machinery. Every machine is put into the best possible condition, improved and strengthened where needed. Each machine is completely assembled and tested out and it is refinished, painted, polished etc., until it has the appearance that will make it an object of pride to the new owner.

We superintend the installation of all Johnsonized machinery and that part of our service is one of the most valuable parts of the contract.

Johnsonized machinery is economical in the true sense of the word, as it produces results in a satisfactory manner continuously when properly handled, without break downs or giving the annoyances of mechanical trouble.

If we haven't the machine that we feel will answer your requirements, in either new or Johnsonized machinery, we will frankly tell you so. An inquiry costs you nothing and may save you money.

C. I. Johnson Manufacturing Company

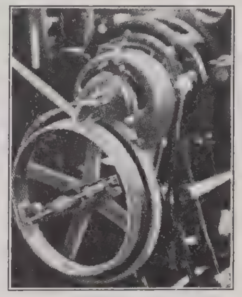
Johnsonized Economical Machinery
Complete Printing Office Furnishers

St. Paul, Minnesota

Cushman Improved Offset Motor

Especially Designed for

Linotypes, Intertypes & Linographs



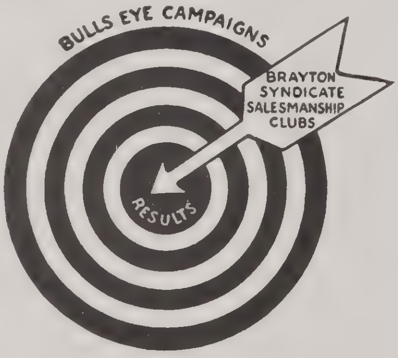
With the Cushman Offset principle the motor is applied to your typesetting machine at the proper point of operation.

Consumes less current than any other motor on the market and is fully guaranteed. Initial cost saved in twelve to eighteen months.

Write us regarding your requirements

CUSHMAN ELECTRIC CO.

CONCORD NEW HAMPSHIRE



Circulation Campaigns That Pay

There IS such a thing as a profitable circulation campaign.

There IS such a thing as a campaign that will increase your circulation from 100 to 350%.

We have such a plan.

For 21 years we have conducted self-financing circulation campaigns for newspapers and now have 12 campaigns in progress.

Write for terms and complete details. No obligation incurred.

THE BRAYTON SYNDICATE

223 Oxford Building
726 - 14th St., N. W.
WASHINGTON, D. C.

Suite 500
17 N. La Salle St.
CHICAGO, ILL.

"*NPJ*" Viziter : : July 1924

NEWS LETTERS, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers of "NPJ"* are welcomed.

H. R. SWARTZ

INTERTYPE CHIEF — H. R. Swartz, president of the Intertype Corporation, New York, who was recently elected treasurer of the Advertising Club of New York, takes an active interest in many matters pertaining to printing and publishing. He is a native of Pennsylvania. He came to New York in 1900 as secretary and treasurer of the Sprague Electric Company. In 1917 he became president of the Intertype Corporation. His success in guiding that corporation through re-organization to net profits of nearly $1,000,000 in 1923 is one of the romances of the printing and publishing industry. He is a director in the Dictaphone Corporation and Ansco Photo-products, Inc. He is a member of the U. S. Chamber of Commerce, Brooklyn Chamber of Commerce, Union League Club, Bankers' Club, Rye County Club, and the Advertising Club.

Mr. Swartz sailed for Europe on the Aquitania on May 28. He will visit Holland, Czecho-Slovaki, Austria, Spain, and Italy, and attend the A. A. C. of W. in London. At a farewell banquet prior to his departure, Mr. Swartz was presented with a set of resolutions of regard from the Intertype Production Club. C. W. Gaskell, vice-president in charge of manufacturing of the Intertype, sailed for Europe May 14. Vice-President G. C. Willings is in charge of the Intertype's interests.

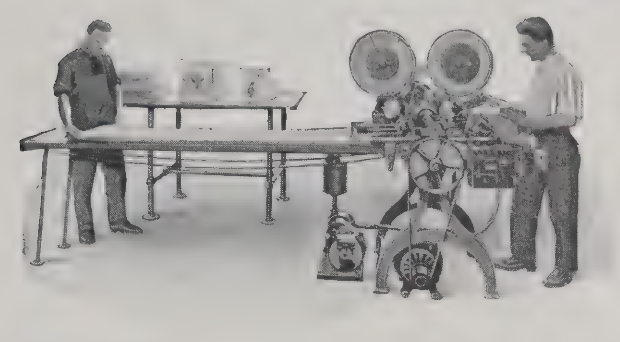
WHAT DID X COST? NOBODY KNOWS.—This curiosity-arouser with a rather serious flavor, in the form of a four-page circular recently received at the *"NPJ"* editorial desk, gives a very impressive picture of broken down lines in the use of composing machine type, due to faulty metal. It is published by the Great Western Smelting and Refining Co., Chicago, and also tells of its six smelting plants and 18 warehouses for quick service. The circular points out the qualities of this company's metals and their surety against such "accidents" as described in the story of a price figure 9 in an advertisement which showed up like a broken down zero and made it read $5 instead of $95.

HOT WEATHER PRINTING—A publication of H. B. Rouse & Co. talks on the slowing down of presses in hot weather, and adds: "Yet you can buy for just a few dollars a press-driven fan that will allow you to run each cylinder press at full speed every hot summer day." The circular closes with a talk on the *Rouse Paper Lift,* an all-year time and labor saver. Rouse fans are now made for Miehle, Babcock Optimus and Premier presses, it is stated.

GUMMED PAPER—A 9x11 portfolio of the Mid-States Gummed Paper Co., Chicago, contains four samples of each grade, perforated so that samples are detachable. Each sample contains data of the particular grade it represents. Interesting talks on gummed paper and its uses are included in the portfolio.

(TURN TO PAGE 56)

A Pollard-Alling Automatic Machine In Operation



Capacity 1,000 to 12,000 publications per hour

WHETHER your needs require 3,000 addresses an hour or 30,000, there is a Pollard-Alling "Speed" machine which will address as perfectly as a typewriter and so economically you can't afford to use any other system.

It is easy to make changes in list, to eliminate kills, etc.

The Pollard-Alling prints addresses on labels, wrappers, envelopes or publications with astonishing speed.

Write for particulars stating number of names on your list, type of mailing and speed requirements

Pollard-Alling Manufacturing Company
218-226 West 19th Street, New York City, N. Y.

DISAPPOINTED AGAIN!

The Printer Speaking—
"No — we can't deliver your job for another week. We are short of help in the bindery and the seals must be put on by hand."

A West Broadside Sealing Machine

But the Customer Says—
"Hand sealing has been replaced by automatic machinery and I will refuse to accept such excuses in the future for broken promises."

will avoid broken promises and disappointed customers.

Write for Free Trial Offer and Samples of Work

WEST MANUFACTURING COMPANY, 137 SECOND STREET, MILWAUKEE

SPARTAN
TYPE METALS

STAND THE TEST

SPARTAN Type Metals are absolutely reliable — no variations in consistency. If you would feel the satisfaction of thorough, lasting, uniformity, use SPARTAN TYPE METALS. Priced right.

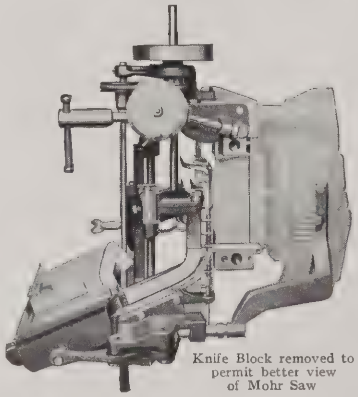
FOR
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype
All Special Feed Bars

Since 1866

MERCHANT & EVANS CO.
PHILADELPHIA

MOHR LINO-SAW

The
Ideal
Equipment
for
Handling



Odd Measure Slugs

Because-
It Saves Valuable Time in Make-Up. Slugs go to make-up sawed to length without burrs. No time wasted sawing off the blank ends of various lengths. Corrections go from Linotype direct to forms—no detour to floor saw.

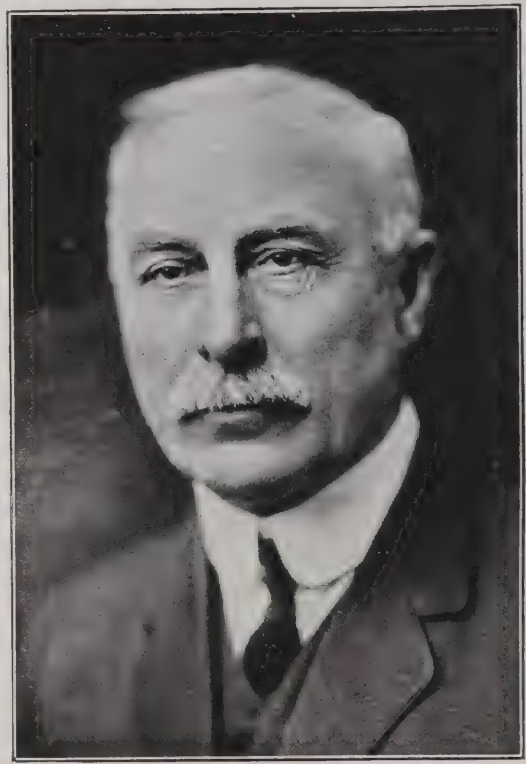
1500 Mohr Lino Saws now in use are saving time, labor and money!

Write us for full particulars

MOHR LINO-SAW COMPANY
564-570 West Monroe St.
Chicago Illinois

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 54)



Henry F. Bechman

Edison of the Printing Press—Under this caption, the Battle Creek (Mich.) *Enquirer and News*, A. L. Miller, publishes a story of a testimonial dinner given in that city in honor of Henry F. Bechman, joint founder of the Duplex Printing Press Co., who has completed one-third of a century of service with that big concern. The *Enquirer and News* said:

> NO LESS was the dinner given in respect to the man who unlike so many inventors, was fortunate enough to reap the results of his own genius and hard work.
>
> The oldest employes of the firm were present at the dinner which was held at the Post Tavern, along with some of the youngest. In a mostly jocular strain and in a very informal manner they recalled past experiences and incidentally gave tribute to Mr. Bechman in the most whole-hearted manner.
>
> Those speaking were: W. J. Molyneaux, assistant to Mr. Bechman and close friend; E. W. Dean, chief draftsman; Sam Young, "The Man from Ohio"; C. S. Brown, Chicago manager; I. C. Squier, New York manager; M. M. Farley, secretary; C. G. Mechem, treasurer of the company organization; C. A. Grames, field manager; George Fish, drafting room staff; DeWitt Coon, one of general shop foremen; H. K. Allwardt, assistant sales manager; B. M. Phelps, Canadian staff, and Irving K. Stone, president of the company and the man who gave the dinner.
>
> The severe illness of I. L. Stone, prevented his attending the dinner and his presence was greatly missed by his coworkers.
>
> Mr. Bechman now stands in the printing press business where Edison or Steinmetz stand in electricity. He is the dean of the industry and holds the generic patent for the rotary tubular plate newspaper printing press, the device that made the modern newspaper what it is in the way of speed and legibility. From one end of the United States to another the plain fact of his gift to the newspapers is recognized.
>
> His inventions beside the one mentioned include the designing of an original fountain and throwoff device for job presses, beveling machines and blackleaders for stereotypers, a flatbed newspaper press capable of printing and perfecting from flat forms of ordinary type without the use of stereotyping.

Look It All Over—Title of a simple, unusually attractive mailing folder of the Seybold Machine Co., Dayton, O., describing the *Seybold Automatic Cutter* in 40, 44 and 50 inch sizes. Fine halftones of two views of the cutter make the study of every part easy. But, not enough. The company describes each part in type, lines which do not spoil the pictures running from the part to the description.

The Planeta—*"A New Era in Printing"* is the headline of an offset folder in color, announcing the "Reform Offset-Platen Press," by the Columbia Overseas Corporation, New York. The machine will run offset or platen, being easily converted, it is stated—in fact, it is only necessary to put the form in a different place, and to remove or insert the offset roller.

(TURN TO PAGE 58)

"That's off my mind for at least ten years!"

—said the mechanical superintendent after MARGACH METAL FEEDERS were installed on every one of his composing and typecasting machines.

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

He could just as well have said "FOREVER" as we are reasonably certain that a MARGACH METAL FEEDER will last indefinitely.

One of the most important requirements to secure correct slugs is to keep the metal at a UNIFORM HEIGHT AND TEMPERATURE. The MARGACH METAL FEEDER does this and more.

Approximately 3,000 MARGACH METAL FEEDERS are now in operation throughout the world, and are giving a splendid account of themselves on Linotypes, Intertypes, Ludlows, Elrods and Monotypes. Installations in a number of the finest composing rooms in the country are our best recommendation.

We also manufacture molds, liners, first elevator jaws, etc., repair space bands and rebuild old molds that have worn down below "type high."

◆

For Further Details and Information Write to

ERICKSON TABULAR MACHINE

Will earn its cost hundreds of times over where the class of composition requires down rules and cross rules. No special mats or molds are necessary. Every font or any combination of faces may be used.

Price $475.00 Complete

MONOTYPE MOLD OILER

Attached in one minute and incorporates advantages never before attained. Does not have to be removed when changing molds. Oil can be fed as desired through either tube and can be shut off when machine is idle. Sight feed cups are the last word in perfection.

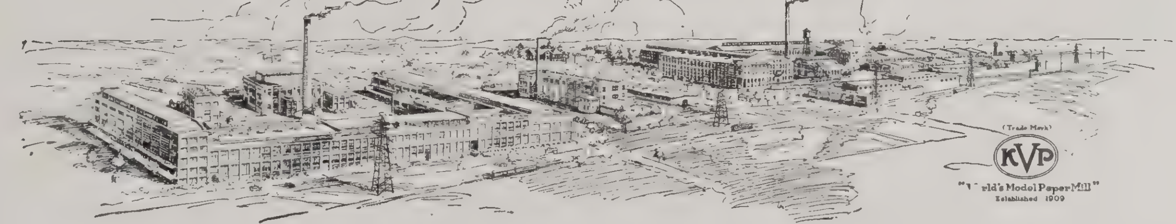
Price $10.00 Each

MARGACH MANUFACTURING COMPANY

213-215 CENTRE STREET **NEW YORK, N. Y.**

KALAMAZOO VEGETABLE PARCHMENT CO.

Manufacturers of
PARCHMENT, WAXED AND BOND PAPERS



KALAMAZOO, MICHIGAN

KVP BOND

Watermarked

Offered to the printing craft in six standard colors, in combination with white, which affords a complete selection to the buyer of letter heads, office forms and general business stationery.

A full-size, highest grade, standard Typewriter with a keyboard similar to the Linotype, Intertype and Linograph. Price $95 f. o. b. factory.

The LINOWRITER is the best letter-writing machine for the publisher and printer. WHY MEMORIZE TWO keyboards?

The Linowriter is indispensable for teaching keyboard instruction in Vocational Printing schools.

Satisfaction Guaranteed.

EMPIRE TYPE FOUNDRY
Delevan, N. Y. Buffalo, N. Y.

Turning Sales Possibilities
into the
Gold of Gain

"Make up your mind that all businesses are alike, no matter how various may be the products—a printer should think in terms of selling, not mechanics."

Those statements are but two high-lights among many in a straight-from-the-shoulder talk based upon years of success, by

Charles Austin Bates

in the July number of The Printing Art. Mr. Bates began at the bottom and long ago reached the top. He speaks to you as a practical printer through his article in the July Printing Art. You will find his ideas sensible, usable and profitable.

There are so many other articles, all worth while and written by practical men just to help you in the 100 pages of this number that the 40 cent (45c in Canada) price is almost ridiculous. Some of the suggestions have a possible value to you of hundreds of dollars. Better send in the forty cents in U. S. Stamps or coins before it is too late.

The Printing Art
Dept. C
End of University Road
Cambridge, Mass.

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 56)

NEW BEN FRANKLIN MODEL—Hill-Curtis Co., Kalamazoo, Mich., announce this production of the *Trim-O-Saw* Family, and it is produced in two styles—one for bench and one for floor stand. The company states that the device is an answer to an increasing call for smaller and less expensive Trim-O-Saws.

PRINTING PRESS WINDOW DISPLAY—The Kenosha (Wis.) *Evening News* has had one of its Miller Automatic Feeders and press exhibited in the show window of the Buick Automobile Garage at Kenosha, thousands of people stopping to watch the equipment turn out printing. Fred Holliday, a *News* pressman, was in charge of the showing.

PRACTICAL FOR PRINTERS AND ADMEN—"Printing on the Westvaco Uncoated Book Papers," by the West Virginia Pulp and Paper Co., New York City, gives all interested in the production of fine printing many illustrations of the kinds and types of illustrations, etc., which are especially and particularly suitable for various finishes of uncoated book.

WILLIAM O. WILSON, who has been prominent in printing circles in Chicago and the middle west for many years, and who recently joined the field force of the Ludlow Typograph Company, Chicago, as representative in Northern Ohio, has moved with his family from Chicago to make his home in Cleveland. Already Mr. Wilson has made many warm friends in Ohio and has renewed old acquaintances. It was while a mere boy that Mr. Wilson manifested his liking for the printing trade by securing a position in a job shop. Since that time, he has been keyboard machine operator, instructor, salesman and publisher. Mr. Wilson's experience and services will be highly valued in his territory.

COOPER ITALIC—A new Italic type design by Oswald Cooper is announced in this month's advertisement of Barnhart Brothers & Spindler. Cooper Italic is refreshing in a certain freedom of style, especially noticeable in the lower case characters. But it is not a fanciful thing—it keeps to the practicalities, and the most cultivated of type tastes will find that satisfying "acidity" of flavor which Updike says a type should afford in mass arrangement. Very few Italic faces are made in the larger sizes, but Cooper Italic is complete in its range from 6 point to 72 point, and being cast without kerns or overhang, it will be very useful in the composition of displayed lines in advertisements, broadsides, headings, etc. Cooper Italic is the third Member of the Cooper family, the others being Cooper and Cooper Black. Mr. Cooper says in his modestly humorous way that it is in demand "amongst far-sighted printers with near-sighted customers." Barnhardt Brothers & Spindler have printed a broadside of the Cooper faces which they will send to anyone on request.

MANUFACTURERS, SERVICES, DISTRIBUTORS

American Printers Roller Co., Chicago, Ill.—Moved into new building at 1332 N. Halsted St.

Canter-Hirsch Co., New York, N. Y.—New art service by Frank Canter and Maurice L. Hirsch.

Champion Coated Paper Co., Hamilton, O.—E. K. Hunt appointed advertising manager.

Damon Type Founders Co., Inc., 44 Beekman St., New York, N. Y.—Henry Stoesser appointed manager.

Globe Mfg. Co., 2009 Kinsey St., Philadelphia, Pa.—Producing special automatic gluer adapted to the printing trade use for the production of hosiery and other labels where a glued surface is required.

Hill-Hentschel Ink Mfg. Co., St. Louis, Mo.—Plan to enlarge plant.

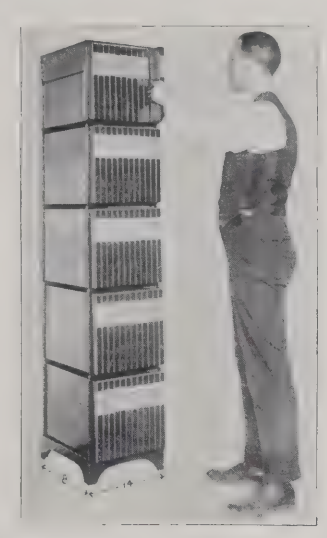
Paper Service Corp., Chicago, Ill.—Office opened at 440 N. Wrigley Bldg.

Printers' Mfg. Co., Minneapolis, Minn.—New York office moved to 1009 World Bldg., 63 Park Row.

Welch-Haffner Printing Co., Denver, Colo.—Announces localized cartoon service for newspapers, by which prominent local men in the papers' individual fields can be depecited.

Whitaker Paper Co., Philadelphia, Pa.—Moved to 1521 North Readfield street.

Save Money and Grief By Filing Your Cuts



in GRANT'S VERTIFILE

The Ideal Filing Equipment for

Job Printers

Advertisers Editorial Morgues

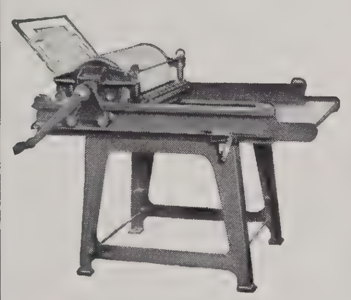
Made Sectional to Accommodate Expansion

Sectional book case plan — sections contain twelve containers or "books." When sections stacked five high, 90 square feet of cut surface is stored on floor space 14 x 18 inches. It is the last word in modern methods for filing and finding cuts.

It seems natural to make certain kinds of mistakes — like misplacing cuts for instance. That is, unless you use Grants' Vertifile and that's mistake proof. And besides it eliminates scratched and warped cuts. The new way — the cheaper way — and by all odds the easier way is to file your cuts vertically in Grant's Vertfile. Comes in units — increase your capacity with your needs. Write for folder.

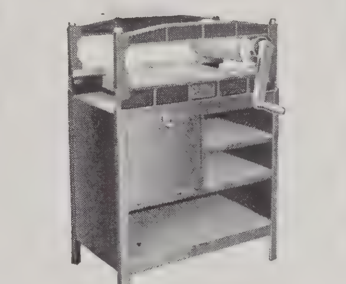
Harlo R. Grant & Co., 2322 Madison St., Chicago, Ill.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924



Composing Room Cylinder

Roller Series Press



Truss Press

PROVEN

Without the aid of the combined dealers in printing supplies and largely without personal solicitation

Vandercook Rigid Bed

Composing Room Presses

have been proven, by the most severe comparative tests in the greatest printing plants of the world, to be the most efficient of proof presses. Partial list of users and description of the machines, which are built in several models and sizes, sent anywhere on request.

VANDERCOOK & SONS, 1716-22 W. Austin Ave., CHICAGO, ILL.
Originators of the Modern Proof Press

Represented by: American Steel Chase Co., New York; Independent Printers' Supply Co., San Francisco and Los Angeles; R. W. Hartnett Co., Philadelphia; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England; Alex. Cowan & Sons, Ltd., Australia and New Zealand.

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Precision Ball Bearings
Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

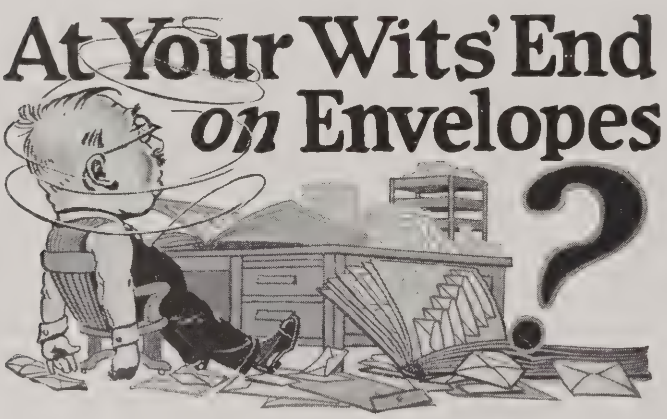
It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto


At Your Wits' End on Envelopes

—then try Western States. Don't you yet realize that we specialize on providing—usually out of stock—the troublesome odd sizes and shapes and difficult matches that are next to impossible to get from ordinary sources? Next time you are puzzled, call on us. If we can't produce from our 10 million ready-to-ship stock, we are square-shooters enough to tell you where you can get what you want if it's getable.

Our newest pricelist No. 26 (free) is the first step out of your envelope tangles.

The Western States Envelope Co.
South Water from Clinton to Ferry Sts.
Milwaukee Wisconsin

Association Briefs

ASSOCIATION DATES

July

Southern Newspaper Publishers' Association, July 3, 4 and 5, Grove Park Inn., Asheville, N. C.
Colorado Editorial Association, 18-19, Boulder, Colo.
Associated Advertising Clubs of the World, 14-19, London.
Utah Press Association, 5-7, Panguitch.
South Carolina Press Association, Myrtle Beach, 9, 10, 11.
American Association of Agricultural College Editors, 8-10, Brookings State College, Brookings, S. D.
Virginia Press Association, 24-26, Roanoke.
Kentucky Press Association, July 10-12, West Baden.

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.
North Dakota Press Association, 8-9, Grand Forks.
Montana Press Association, 7-9, Lewistown.
Nebraska Press Association 21-23, Omaha.
Washington State Press Assn., 22-23, Spokane.
Wisconsin Press Assn., Summer Outing, Southeastern Wisconsin, Aug. 23-25, following attendance at Milwaukee Graphic Arts Exposition.

October

United Typothetae of America, 15-18, Chicago.
Texas Circulation Managers' Association, Dallas.
International Direct Mail Advertising Association, 29-31, Pittsburgh.
International Trade Composition Association, 13-14, Chicago.
American Association of Advertising Agencies, 16-17, Chicago, Ill.
Audit Bureau Circulation, 16-17 Chicago.
Inland Daily Press Association, 14-15, Chicago.

ASSOCIATION ELECTIONS

Wyoming Press Association (re-organized)—President, Theodore Wanerus, Gillette News; secretary and treasurer, L. L. Newton, Lander State Journal; directors, P. P. Anderson, Basin; Earl Hanway, Casper; R. H. Alcorn, Rawlins.

New England Daily Newspaper Association—President, Samuel E. Hudson, Woonsocket (R. I.) Call; vice-president, James T. Murray, New Bedford (Mass.) Standard; secretary, James M. Langley, Concord (N. H.) Evening Monitor; treasurer, Albert H. Fuller Brockton (Mass.) Enterprise.

International Circulation Managers' Assn.—President, Robert Weir, Syracuse (N. Y.) Journal; first vice-president, E. R. Hatton, Detroit (Mich.) Free Press; second vice-president, Charles Payne, Indianapolis (Ind.) Star; secretary, Clarence Eyster, Peoria (Ill.) Star. Directors: H. W. Stodghill, Louisville (Ky.) Courier, Journal and Times; Vattier Snyder, Baltimore (Md.) News; Wylie Baker, Knoxville Sentinel. Next meeting, Colorado Springs.

Association of Newspaper Classified Advertising Managers—President John Irwin, Des Moines (Ia.) Register-Tribune; first vice-president, C. W. Nax, St. Louis (Mo.) Globe-Democrat; second vice-president, M. N. Munderson, New York (N. Y.) Telegram and Evening Mail; treasurer, Charles Winters, Chicago (Ill.) Daily News; secretary, A. F. Miller, Nashville (Tenn.) Banner.

Texas Woman's Press Assn.—President, Mrs. J. M. F. Gill, Burkburnett; vice-president, Mrs. Mamie Downard Peck, Corsicana; Mrs. Mollie Conner Cook, Austin; Mrs. Fred Robinson, Waco; recording secretary, Mrs. J. C. Nagle, Dallas; corresponding secretary, Mrs. Emma Cobb Evans, Dallas; treasurer, Mrs. Kate H. Makemson, San Antonio.

Louisiana Press Association (Newly organized)—President, Cassius K. Michael, Bunkie Record; vice-president, F. A. Leaming, Mansfield Enterprise; secretary, R. W. Framer, New Iberia Iberian; treasurer, S. A. Cook, Blenville Democrat.

Canadian Press Association—President, E. Norman Smith, Ottowo Journal; first vice-president, J. H. Woods, Calgary Herald; second vice-president, G. Fred Pearson; secretary, J. F. B. Livesay, Toronto.

Southwest Kansas Republican Assn.—President, C. P. Dutton, McCracken Enterprise; vice-president, Bert Barnd, Ness City News; secretary, Earl Fickertt, Peabody Gazette-Herald; treasurer, A. E. Duvall, Hutchinson.

American Institute of Graphic Arts—Honorary president, J. Thomson Willing; president, Burton Emmett; first vice-president, William E. Rudge; vice-presidents, Porter Garnett, Pittsburgh; Frederic W. Goudy, Marlboro, New York; Dard Hunter, Chillicothe, Ohio; William A. Kittredge, Chicago; John Henry Nash, San Francisco; Douglas C. McMurtrie, Greenwich, Connecticut; Norman T. A. Munder, Baltimore; Joseph Pennell, Brooklyn, New York; recording secretary, Stephen H. Horgan; corresponding secretary, William Reydell; treasurer, Henry L. Sparks; directors, to serve three years, Frank Fleming, Clarence H. White and Edmund G. Gress; director, to serve one year, Heyworth Campbell.

Association of Newspaper Advertising Executives—President, Frank T. Carroll, Indianapolis (Ind.) News; vice-president, Harvey R. Young, Columbus (O.) Dispatch; secretary, Don U. Bridge, Indianapolis (Ind.) News. Directors: A. J. McFaul, St. Paul (Minn.) Pioneer Press and Dispatch; Carl P. Sloane, Peoria (Ill.) Journal-Transcript.

ASSOCIATION NOTES; CHANGES

Canadian Press and Canadian Daily Newspapers Association—Completed a tour across the Dominion.
Junior Achievement Bureau, Springfield, Mass.—Paul W. Kieser appointed as editor.
Missouri Daily Press Association—New association; subsidiary of Missouri Press Association.

EDUCATIONAL BRIEFS

Butler College, Indianapolis—New department of journalism; H. E. Birdsong, ex-University of Wisconsin, director.
Chicago University—Henry Justin Smith, news editor of the Chicago News 25 years, appointed director of publicity.
Publishers' Auxiliary, Chicago, Ill.—Elmo Scott Watson, formerly teacher of journalism, University of Illinois, becomes editor, succeeding Mr. Harry G. Fisher.
University of Wisconsin, Madison, Wis.—Otis H. Miller succeeds H. E. Birdsong as instructor of journalism.

-- Mill Brands --

Water-marked Bond and Ledger
Add Power to Your Printing!

We manufacture high grade water-marked bond and ledger papers in a wide range of colors, sizes and substances.

The discriminating printer knows that, to satisfy the requirements of the most exacting buyer, he should stock with

Valley Paper Co.

Bonds and Linen Ledgers

Write Our Nearest Distributor

ALBANY, N. Y. - - - - - Fischel Paper Co.
BALTIMORE, MD. - - - - Baltimore Paper Co.
BOSTON, MASS. - - - Von Olker-Snell Paper Co.
BUFFALO, N. Y. - - - - The Disher Paper Co.
CHICAGO, ILL. - - - - - - LaSalle Paper Co.
MILWAUKEE, WIS. - Allman-Christiansen Paper Co.
MINNEAPOLIS, MINN. - — -The Paper Supply Co.
NEW YORK, N. Y. - - - Eastman Paper Co., Inc.
OAKLAND, CAL. - - - - - Union Paper Co.
PHILADELPHIA, PA. Wilcox-Walter-Furlong Paper Co.
RICHMOND, VA. - - - - - - Virginia Paper Co.
SAN FRANCISCO, CAL. - - - - Charles A. Kaas.
EXPORT - - A. M. Capen's Sons, Inc., New York.

Valley Paper Company, Holyoke, Mass.

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

TIME IS YOUR MOST VALUABLE ASSET—DON'T WASTE IT

SELF FEEDING BRUSH CO.
Savit
BOSTON MASS. PAT 1920
TRADE MARK

Cut the Overhead!

Equip with this combination Safety Can and Brush NOW!

Three-Quarters of the Benzine Saved.

Five or Six Operations Reduced to One.

BRUSH YOUR TYPE CLEAN WITH THE "SAVIT" BRUSH

Exact Size 5½x3 **Price, complete, $6.50** Capacity, ⅝ of a Pint

Brushes Replaced at Small Cost

Passes Inspection Everywhere as a Safety Can

Approved by the National Board of Fire Underwriters

SELF-FEEDING BRUSH CO.

143a Federal Street Boston, Massachusetts

Proven Circulation Building Supremacy

Pacific Coast Circulation Service

ONLY THE BEST STAND THE TEST

Proven time after time by the many thousands of new subscribers, the cleaned up lists and thousands of dollars in cash we gain for newspapers all over the country.

Our circulation campaigns are self-financing and accomplish results in a period of seven weeks that ordinarily would take years, and leave the publisher with from $2,000 to $10,000 cash in the bank after all expenses have been met.

A SUBSTANTIAL, DEPENDABLE SERVICE

Every contract gets personal service.
Contracts filled in order booked.

PACIFIC COAST CIRCULATION SERVICE

301 BELL BLOCK - Long Distance CANAL 4750 - CINCINNATI, OHIO

Newspapermen's Ad-Pad

They Buy Space; You Sell Space Watch This Department

◆ ◆ ◆

ACCCOUNTS PLACED

Geo. W. Blabon Co., Philadelphia, Pa. (linoleum)—F. Wallis Armstrong Co., Philadelphia, Pa.

M. J. Breitenbach Co., New York, N. Y. (Pepto-Mangan)—H. W. Kastor & Sons Co. Inc., New York City.

Chicago Electric Mfg. Co., (automotive electrical products)—C. J. Olendorf Co.

Country Club Soda Co., Springfield, Mass.—Ralph T. Foye Advertising Agency, Springfield.

Davis, Collamore & Co., New York, N. Y. (china and glassware)—Dorland Agency, Inc., New York, N. Y.

Empress Mfg. Co., New York, N. Y. (toilet preparations)—Sackheim & Scherman, Inc., New York, N. Y.

Fiberloid Corp., Indian Orchard, Mass. (toilet-ware)—Geo. Batten Co.

Frost Chill Co., Cleveland, O. (soft drinks)—Power, Alexander & Jenkins.

Gartside's Iron Rust Soap Co., Philadelphia, Pa.—Robert H. Dippy, Philadelphia, Pa.

L. Goldsmith & Sons, Newark, N. J. (Neverbreak trunks)—United Advertising Agency, New York, N. Y.

Ground Gripper Shoe Co., Inc., Boston, Mass.—Joseph Richards Co., Inc., New York, N. Y.

H. Clay Grover, New York, N. Y. (mange medicine)—Plan newspaper campaign; Dorland Agency, Inc., New York, N. Y.

Charles Gulden, Inc., New York, N. Y. (mustard and salad dressing)—Frank Presbrey Co., New York, N. Y.

Hargreaves, Inc., Detroit, Mich. (automobile and truck tires)—Power, Alexander & Jenkins.

Karchner & Rehn, Philadelphia, Pa. (furniture manufacturers)—Bloomingdale-Weiler Advertising Agency, Philadelphia, Pa.

Kodel Mfg. Co., Cincinnati, O. (portable radio sets)—The Bohnett Co., Cincinnati, O.

Langrock Fine Clothes, Inc., New York (men's clothing)—Street & Finney, New York, N. Y.

P. Lorillard Co., New York, N. Y. (Beech-Nut Chewing tobacco)—Gardiner & Wells Co., Inc., New York City.

Lytton Radio Corp., Chicago, Ill.—Sehl Adv. Agency, Chicago.

Merchants Coffee Co., Ltd., New Orleans, La.—Bauerlein, Inc., New Orleans, La.

Mitchell Gas Co., Newark, N. J. (fuel ingredient for motors)—Newspaper campaign; Dorland Agency, Inc., New York, N. Y.

Northern Packing Co., Grand Forks, N. D.—Jordan Advertising Service, Fargo, N. D.

Not-A-Toy Mfg. Co., Philadelphia, Pa.—Theodore E. Ash Advertising Agency, Philadelphia, Pa.

Oilking Burner Sales Corp., Detroit, Mich. (oil burning for house furnaces)—Power, Alexander & Jenkins Co., Detroit, Mich.

Pearl-Howard, Inc, New York, N. Y. (gowns and millinery)—Foote & Morgan, Inc., New York, N. Y.

Peaslee-Gaulbert Co., Louisville, Ky. (paints and varnishes)—Williams & Cunnyngham, Inc., Chicago, Ill.

Precel Radio Mfg. Co., Toledo, O.—Elgutter Advertising Service, Toledo.

Printz-Biederman Co., Cleveland, O. (coats, suits, dresses)—Fuller & Smith, Cleveland, O.

Provident Life & Accident Ins. Co., Chattanooga, Tenn.—Calvin Stanford Adv. Agency, Atlanta.

Puritan Soap Co., Rochester, N. Y.—Hutchins Adv. Co., Inc., Rochester.

Quakertown Mills, Peterboro and Saskatoon, Can. (Quaker corn flakes)—A. McKim, Ltd., Toronto, Can.

Reckitts (U. S. A.) Ltd., New York, N. Y. (Reckitt's bluing)—Dorland Agency, Inc., New York, N. Y.

Security Pen Corp., Chicago, Ill.—C. J. Ollendorf Co.

Thayer & Chandler, Chicago, Ill. (decorated china and parchment shades)—Irvin F. Paschall, Inc., Chicago, Ill.

John Van-Range Co., Cincinnati, O. (equipment for preparing and serving food)—Joseph Schmidt Advertising Co., Cincinnati, O.

Vantines, Inc., New York, N. Y. (retail oriental goods)—World Wide Advertising Corp., New York.

Velie Motors Corp., Moline, Ill.—Power, Alexander & Jenkins Co., Detroit, Mich.

S. Walter, Inc., Philadelphia, Pa. (Mothex bags)—Bloomingdale-Weiler Advertising Agency, Philadelphia, Pa.

Wheatley Pottery Co., Cincinnati, O.—Keelor & Hall Co., Cincinnati.

A. D. Wilhelm & Sons, Buffalo, N. Y. (On-A-Dor Show Shelf)—Edward M. Kelly, Inc., Buffalo.

WorkRite Mfg. Co., Cleveland, O. (WorkRite Neutrodyne radio sets)—Sweeney & James Co., Cleveland, O.

◆ ◆ ◆

AGENCY CHANGES

Campbell-Ewald Co., Detroit, Mich.—New offices opened at San Francisco and Los Angeles.

J. J. Gibbons, Ltd., Toronto, Can.—George E. Hunter becomes director and western vice-president.

Groesbeck, Hearn & Hindle, Inc., New York, N. Y.—Frank M. Jacob appointed space buyer.

Lessing Advertising Co., Des Moines, Ia.—Moved to ninth floor of S. & L. Bldg.; president, P. B. Lessing; secretary-treasurer, R. J. Flynn.

Lord & Thomas, Chicago—Claude C. Hopkins resigned.

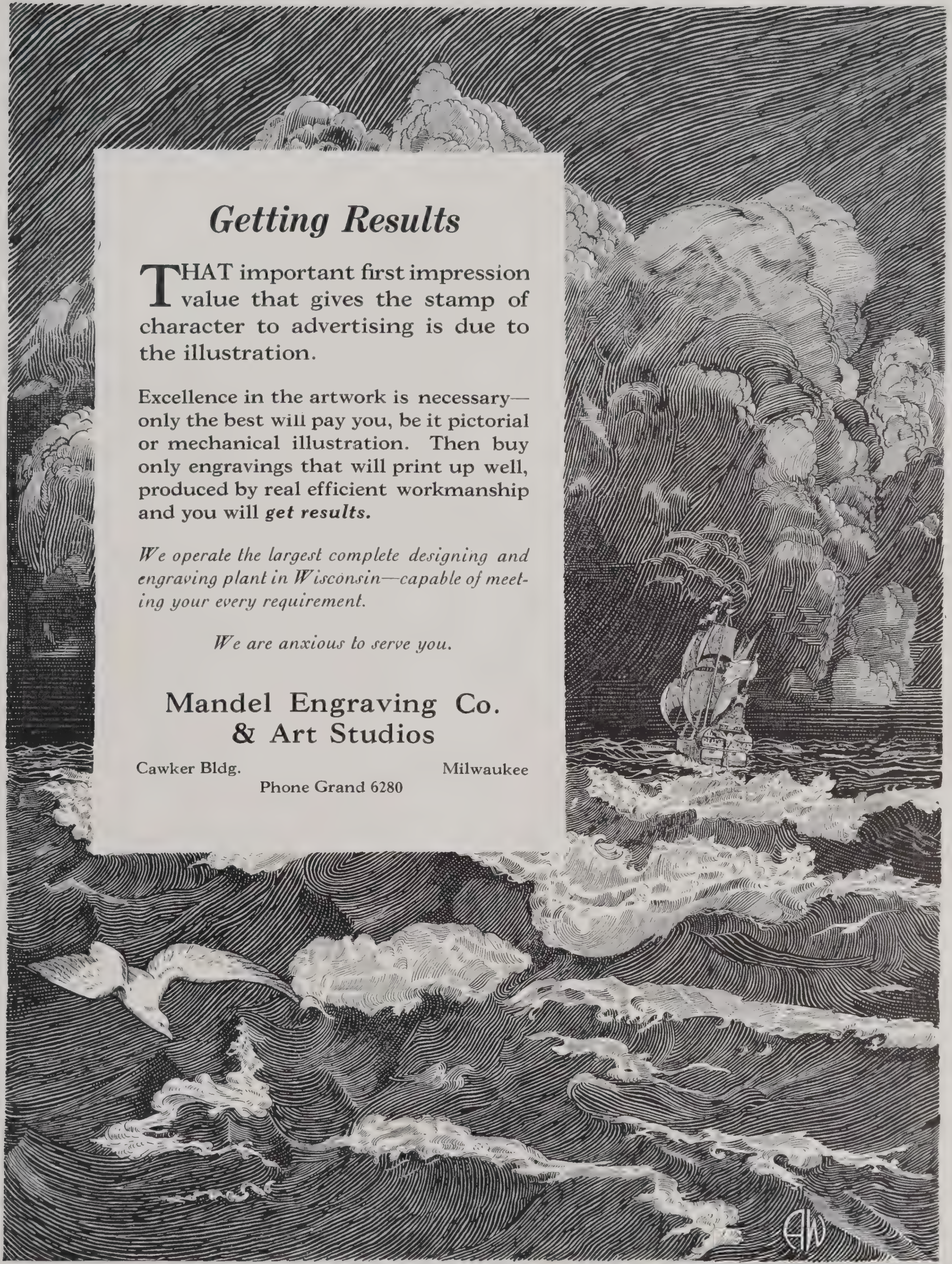
Julius Mathews Special Agency, New York, N. Y.—Office moved to 15 E. 40th Street.

Larchar-Horton Co., Providence, R. I., Advertising Agency—Henry C. Lanpher appointed manager of Boston office.

Fred M. Randall Co., Detroit Mich.—Albert L. Gale becomes manager of Chicago office.

Southwestern Advertising Co., Dallas, Tex.—Howard McGhee appointed production manager; H. D. Phillips, space buyer.

Western Advertising Co., and Ewing Hill Co., Inc., St. Louis, Mo.—Bought by Barron Collier, New York.



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting your every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

Cuts Composing Room Costs!

Reducing overhead costs increases production profits. Maximum production and uniform product of composing machines can only be had with the aid of an electric metal pot.

FORTIFIED INTERCHANGEABLE ELECTRIC POT for Linotype, Linograph and Intertype solves the slug-casting problem perfectly. Fortified Electric Monotype Pot does the same for the type-casting machine.

is a wonderful book of helpful knowledge containing information about how to adjust machine troubles, metals, formulae, "toners," shortcuts and safeguards. It's a money-maker for the user.

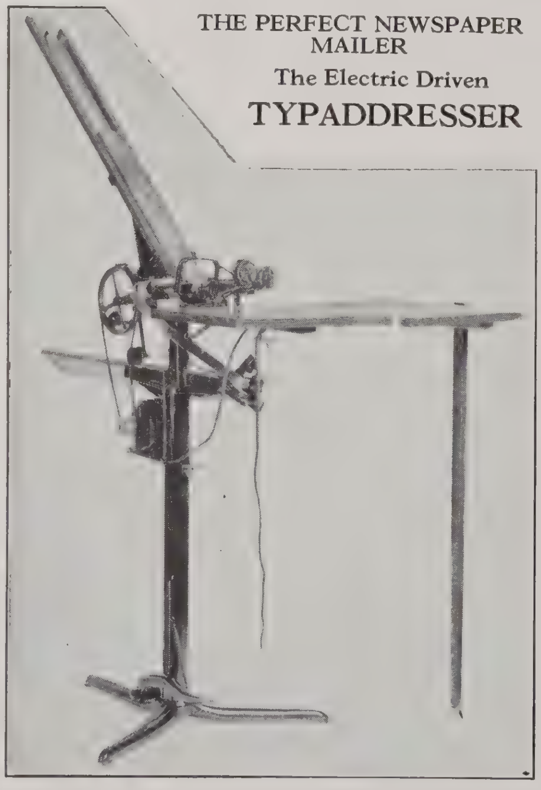
If you do not already have electric pots write for this booklet. It is free to you.

FORTIFIED MANUFACTURING CO.
14th and Agnes Avenue Kansas City, Mo.

"Fortified Means Satisfied"

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

THE PERFECT NEWSPAPER MAILER
The Electric Driven
TYPADDRESSER



Prints direct from linotype slugs, through an inked ribbon. No preparation work. No come backs. Speed 5,000 per hour. Write for full details.

THE TYPADDRESSER CO., OMAHA, NEBR.

Cost Figures vs. Methods:

Letters From Our Readers

E. M. McCullough, Manager Dept. of Manufacture, *Chamber of Commerce of the United States,* Washington, D. C.—Writing in a complimentary vein of the June *"NPJ"*, he said:

"Cost accounting is unquestionably an extremely important subject to the proprietor of any kind of a business and undoubtedly a trade paper can be of material assistance in directing attention to the subject and in providing practical articles on various phases in the technical field.

"Speaking particularly with relation to the manufacturing industries, with which we are in closest contact, we wish to say that *we are not in favor of average costs for an industry.* We know that many writers who have presented average costs have been guided by the best of motives, namely, directing attention to the importance of cost accounting, but *frequently members of the trade accept these average costs as their own and consequently never do know their own costs.*

"We strongly recommend the development of uniform cost accounting *methods* by each trade or industry and the adoption of these methods by the individual members thereof in their own systems. In that way we believe business men will come to be self-reliant, through the use and operation of their own cost accounting systems."

Flint E. Holmes, Cambridge, (Neb.) *Clarion*—I think you are conducting a mighty good journal. Have been a subscriber for over fifteen years and since you gentlemen took it over, have made a great departmental improvement. I like the Departmental department of any trade paper—taking up the important discussions of machines and care, subscriptions, cost finding, bookkeeping and *advertising-selling.* The last named subject *is where four-fifths of the papers fall down, and a good service with casting box and salesmanship will increase the business, no matter where you are located.* We enjoy your trade magazine and get many good "pointers" with every issue.

Paul C. Rankin, Lawrence (Kans.) *Daily Journal-World*—The *"NPJ"* is certainly living up to its name in a fine way. We find each issue full of helpful information for all departments of newspaper work.

A. W. Wood, Jr., Paducah (Ky.) *News Democrat*—Yesterday I ran across a copy of your publication for the first time and already have read it from cover to cover. It is indeed a splendid publication and I regret that I have not heard of your magazine before. Begin my subscription with the next issue.

J. A. MacLaren, Barrie, (Can.) *Examiner*—The *"NPJ"* certainly deserves well of publisher-printers. Every issue is chock full of practical information.

BOOKS AND PUBLICATIONS

THE BEST NEWS STORIES OF 1923—(Small, Maynard & Co., Boston; $2.50)—Review later.

THE READING TABLE—New monthly journal for book and magazine sellers. Herbert Hungerford, Scarsdale, N. Y., editor and publisher.

ESSENTIALS OF PRINTING (John Wiley & Sons, New York; $1.25)—By Frank S. Henry, author of "Printing for School and Shop." Covers the absolute essentials briefly and looks very useful for the school.

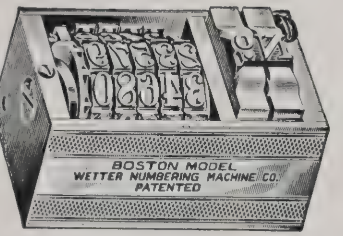
EARNING POWER OF PRINTING PRESSES—Dexter Folder Co., 28 West 23d St., New York; shows modern methods and their values by practical examples and statistical comparisons. Ought to be in every press room. (Copies furnished on request.)

IMPOSITION AND PRESS LOCKUP, Department of Education, United Typothetae of America, Chicago—Seventeen lesson pamphlets and an instructor's guide. M. W. Haynes, assistant director of the department, advises that the set is a composite product, most carefully revised, and nowise the product of any one man. Subjects include: Platen Press Lock-Up, Cylinder Imposition, etc. The completeness of the work is indicated by the fact that there are individual pamphlets on locking up variously-sized forms, and a manual of pointers; then, they cover equipment, principles, small forms, large, color, foundry lock-ups, and so on. The instructor's manual impresses one with the earnestness and care invited in working out the complete lessons.

IN POETIC FIELDS; By Wil V. Tufford, Clinton, Ia.—The managing editor of "NPJ" is today the delighted and grateful possessor of a volume of selections from the poetic writings of a leading printer-journalist of America, best known to the newer generation as the secretary-treasurer of the Inland Daily Press Association, and organizer militant of worthy projects in the interest of the newspaper business and profession. An idea of the enthusiasm with which the tasty little volume has been received, and the care with which it will be held, may be gained from the table of contents in which appear such titles as these: "Love Songs and Friendship Lore;" "Dreams of the Country;" "In Every Flower a Song;" "Every Laugh a Tonic;" "Songs of the Seasons." There are twelve sections.

**You will get-
Good Results
if you use the**

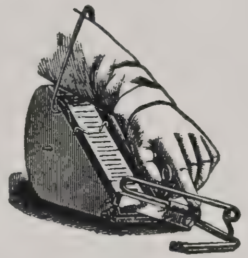
WETTER



For Printing and Numbering at One Impression — will Stand Up under the Most Exacting Requirements.

Numbering Machines:

Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn, N.Y., U.S.A.



THE ROBERT DICK

MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

16⅔ Cents Per Issue
Only $2 a Year
(In U. S. and Canada)

National
Printer-Journalist
129-135 Michigan St. Milwaukee

REQUIRES NO HEATING!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

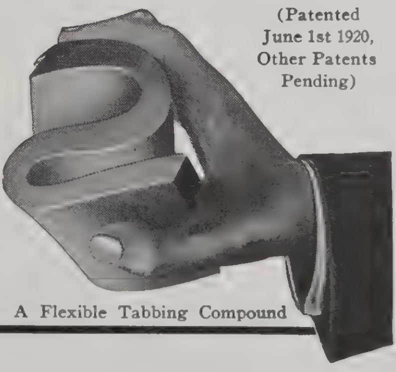
NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented
June 1st 1920,
Other Patents
Pending)



A Flexible Tabbing Compound

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

1 — Goss 4, 6, 8 page Comet.
1 — Duplex Angle Bar Press.
For sale. Factory overhauled. Price and terms reasonable.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St., Chicago

For sale, two type and rule monotype casters, 78 fonts of type, 26 cabinets. Complete equipment in first class shape. Will sell whole or any part, also several tons of standard monotype type. Will sell for less than cost of metal.—Duluth News Tribune, Duluth, Minn.

FOR SALE—Campbell Flat Bed Multipress, printing papers of 4, 6, or 8 pages, from type forms, without stereotypes. Delivers papers ready for mailing at running speed of 3,500 per hour. For more than 8 pages make two runs. Fine machine for interior daily, semi-weekly, weekly papers of considerable circulation. Can be bought at extremely low price. Ask for particulars regarding our No. 491. Baker Sales Company, 200 Fifth Avenue, New York City.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennet has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelieveable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

"NONWORKUPABLE" COLUMN RULES—Fifteen 24-inch rules, $3; 100 ft., 2 pt. hairline, $4. Our metal rules have never been equaled. Est. 1920. We grow because our product satisfies. W. E. Taylor Co., 213 W. 40th St., New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

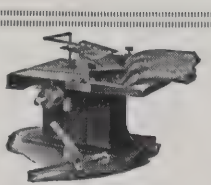
*** JOB PRINTER STEREOTYPE MATS ***

Instantaneous impression of any form made on a Job Press, Potter or Vandercook proof press or Washington Hand Press. Mat and plate can be made in five minutes.
AFCO Dry Flong***No other like it in the country. Standard package—24 sheets 10x12 AFCO Job Flong Gummed AFCO packing—AFCO molding Blanket and complete instructions**** $5.00 C. O. D. If it is used for Stereotyping we sell it.
American Flong Co., 202 West 20th St., N. Y. City.

PRINTERS' ROLLERS

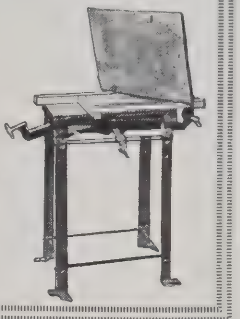
THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatlin Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.



THE MARVEL-O
ALL METAL PRINTERS BENCH SAW
Price Complete $34.50
Saws, Miters—Guaranteed
A ¼ h. p. motor will operate saw to capacity

THE EAS-O MAT MAKER
Makes Mats Of Standing Type Forms
Price Complete $37.50
This will help you cut down composition costs and put your type back into your cases for other use.
Will Pay for Itself in a Few Weeks.
Sold on Monthly Payment Plan if desired.
We Manufacture the Simpl-O Caster—
Price $72.50 Complete
Write for Literature.
SIMPL-O CASTER CO.
614 Park, Bld., Cleveland, O.



PRINTER'S EQUIPMENT
OVERHAULING AND REBUILDING OF MIEHLE PRESSES
to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years' experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.
Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery
485 BROADWAY, MILWAUKEE, WISCONSIN

Cline-Westinghouse
Interchangeable
Electric Motor Drive
FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE
Write Us for Further Details
CLINE ELECTRIC MFG. CO.
MAIN OFFICE
FISHER BUILDING
CHICAGO
EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

THE FAMOUS SWEAT SAVER **$38.50**

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

EXPOSITION

"Progress is measured by Constructive Action — thus is the Word made Manifest"

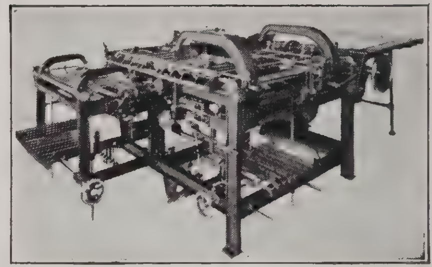
There has never been a time when a foregathering of printing house executives and proprietors was more urgently demanded by trade conditions. New problems are before us demanding our best thought and endeavor.

A more helpful spirit, better methods and tools better adapted to present-day requirements are being sought. A scientific attitude is being developed, and craftsmen are counselling with each other to remove unnecessary burdens and promote operating efficiency. They know that much of the "over equipment" consists of practically obsolete machinery (some of it bran-new). They know that many revolutionary cut-cost devices and machines have been recently placed on the market, and will be shown to the greatest congress of printing house executives ever assembled for co-operative educational effort (not for immediate or personal financial gain).

In the past there has been too much concentration on questions of RIGHT and too little attention given to our DUTIES and RESPONSIBILITIES. The whole printing industry is becoming alive to this fact, and the extent of its realization will be given outstanding evidence in the manifest response made by Proprietors, Craftsmen and Manufacturers to the appeal for co-operation in building the International Educational

Graphic Arts Exposition at Milwaukee

The extent and quality of this response will furnish an acid test of the spirit animating these three great factors in one of the world's most important fields of service. The test will be severe but the result clean-cut and unmistakable. Many countries will be represented by their more prominent executives, and our American technical and business methods will be critically examined. It is impossible to shirk the great responsibility involved or to over-estimate the value of satisfactory demonstration. The craftsmen of the world are expecting every man to do his duty — they will be in Milwaukee to compare and pass judgment. Undoubtedly their decision will greatly influence future trade developments, and these executive craftsmen may be depended upon to decide fairly, according to demonstrated facts.


The New Hall Folder

ACTION

Words are of value just so far as they represent reality and are supported by ACTION. The builders of this folding machine have achieved an important improvement — giving greater speed and durability. Few craftsmen have seen this new machine, but everyone should see it demonstrated. The A. W. Hall & Co., the builders, wish to conserve the time and expense of Craftsmen, show their confidence in the superiority of their machine, and their desire to co-operate in the great educational movement of the Craftsmen, demonstrating on the floor of the Exposition. This is right sort of

TALK

The following are included in the list of friends who are working with the Craftsmen to promote the diffusion of technical FACTS to replace false conceptions of efficiency. Their influence on the industry is making for better conditions, the full value of which will be brought out more clearly in the business sessions of the Convention and in the official report to be issued after the close of the Exposition:— Alchemic Gold Company, Allman-Christiansen Co., A. O. K. Equipment Co., Barrett Cravens Co., Russell E. Baum, E. W. Blatchford Co., E. A. Bauer Co., B. H. Bunn Co., Cheshire & Greenfield Mfg. Co., Claybourn Process Corp., The Cromwell Paper Co., Dill & Collins Co., Dwight Bros. Paper Co., Electrical & Steel Sales Co., Ben Franklin & Western Printing, Friel & Friel, Fortified Mfg. Co., Fox River Paper Co., Gardiner Metal Co., Globe Type Foundry Co., Gilbert Paper Co., Harlo R. Grant Co., Hacker Mfg. Co., A. W. Hall & Co., C. B. Henschel Mfg. Co., Hamilton Mfg. Co., The Heinn Company, Hill-Curtis Co., Hoyt Metal Co., The Inland Printer, Indiana Chemical & Mfg. Co., Lewis-Shepard Co., The Linograph Co., Geo. T. McLauthlin Co., Metals Refining Co., E. W. Meyer Co., Mid-States Gummed Paper Co., Milwaukee Printers Roller Co., Monarch Engineering & Mfg. Co., Multicolor Sales Co., The Munising Paper Co., Neenah Paper Co., The W. F. Nackie Paper Co., National Printer Journalist, Northwestern Furniture Co., Ohio Knife Co., The Printing Machinery Co., J. W. Pitt, Inc., J. A. Richards Co., Dr. A. A. Rock, H. D. Roosen & Sons, Sinclair & Valentine Co., Sleight Metallic Ink Co., Jos. E. Smyth Co., Standard Paper Co., Steubing Automatic Machine Co., West Manufacturing Co., F. Wesel Mfg. Co., Western States Envelope Co.

Look for additional names and an important announcement in subsequent advertisements.

MILWAUKEE—AUGUST 18 to 23

R. R. DONNELLEY
& SONS CO.

*Gardiner's
Is Fine
Type Metal*

THAT R. R. Donnelley & Sons Co. use Gardiner Type Metals—Linotype, Monotype, Stereotype and Electrotype—indicates the preference of trained buyers of a printer whose success is a national by-word.

If you, yourself, searched the world's markets; your choice for results could well be Gardiner's.

GARDINER METAL CO.
ESTABLISHED 1901
1356 WEST LAKE ST. CHICAGO, ILLINOIS

There are certain fundamental beliefs on which the Linotype Company has built its business

Anticipating the Unexpected

Interruption of business is the great intangible hazard which every publisher faces daily. We protect him against that danger by maintaining at strategic locations emergency stocks of machines and essential equipment, ready for shipment on a few hours' notice. In every great disaster within its history, the Linotype Company has met the emergency.

LINOTYPE

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24.41-A

Composed entirely on the LINOTYPE *in the Benedictine Series*

NATIONAL PRINTER JOURNALIST

Volume 42
AUGUST, 1924
Number 8

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

THE MILWAUKEE GRAPHIC ARTS EXPOSITION AND CONVENTION

"NPJ"—A Magazine for the Newspaperman and the Printer

COPYRIGHT 1924

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

Said DON C. SEITZ *when* THE NEW YORK WORLD *put its first Autoplate Machine to work*

"THE AUTOPLATE is the first real advance we have had in newspaper machinery since the quadruple press and its multiples came into use. It is a genuine addition to the labor and time-saving appliances so essential to the progress of a modern newspaper.

"The problem of producing stereo plates rapidly enough to give press value to our plant has been a great problem. We often got no more than twenty minutes' running out of the last press to start. The office was piling up printing presses in a desperate and expensive effort to keep up with the growing demands of size and circulation, but with little result.

"All progress stopped at the door of the stereo-room. Vast and complicated presses with crews of fourteen men each were compelled to stand idle by the hour as the night went on, waiting for plates to trickle down through the slow hand boxes, while during the heated term overworked men dropped beside the casting boxes and had to be carried to the hospital.

"Now this has all changed by the help of the Autoplate. The stereotyper uses his brains and does but little with his hands, while the sturdy, efficient machine 'coughs up' plates at the rate of four a minute.

"We dress the equivalent of ten sextuple presses, four starters to the press, in about fifteen minutes, taking all delays into account.

"It used to take fifty minutes, and often an hour, to do all the work by hand.

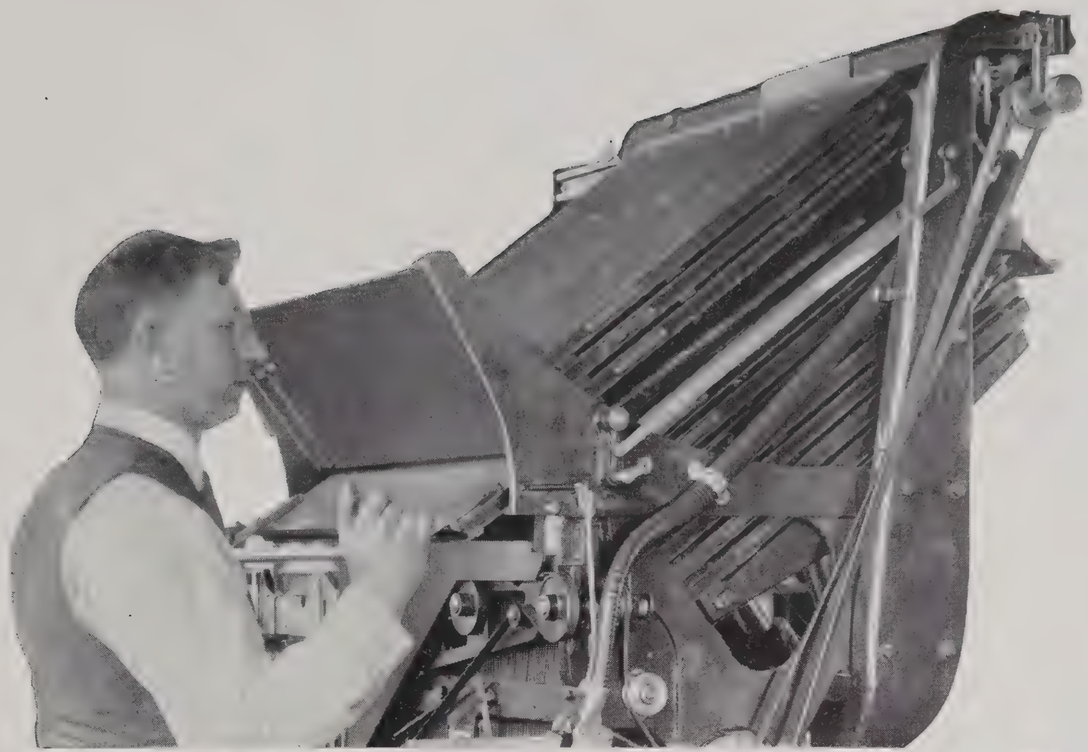
"On our evening runs we start presses now so rapidly as to almost make it seem like an instantaneous jump, and we have decreased our running time one hour and ten minutes, which means just that much more selling time for an afternoon paper.

"On our Morning and Sunday runs the saving in press time averages over $200 per week, to say nothing of the advantages of late closing in the composing-room and a more certain product for the mails.

"All this has been done with one machine, which came in the nick of time to relieve an overburdened plant."

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City



A Quick and Easy Magazine Change

Model 12 Linograph with full equipment carries twelve magazines — yet it is a simple matter to remove any one of them. The same magazine or an entirely different one can be placed in any position in the stack without unusual physical effort or loss of time.

Simply bring the magazine you wish to remove to proper position; set the supports; lower the stack; and slide it out. To continue operation; raise the stack to position and release supports.

Thus the magazines can be rapidly rearranged to fit any class of work. Also, in a plant containing more than one Model 12, the magazines can be readily interchanged whenever occasion demands it — and without readjustment of distributing or assembling mechanism.

Such a machine as the new *All Purpose* Model 12 Linograph demands your careful consideration. Our representative for your territory will be glad to call and give you details on this or any Model. Or, if you desire, we can send further information by mail.

Write today.

The Linograph Company

Davenport, Iowa, U. S. A.

NEW YORK OFFICE: Park Row Building, NEW YORK CITY

The Columbian non-soiling, dustproof box, attractively printed in two colors

A box to help your sales

An unusual box—one people will notice and remember.

Its purpose is to make easier envelope sales for you.

It is the container for Columbian Envelopes—made by the world's largest envelope manufacturers.

Every box contains a printed guarantee covering Columbian Envelopes.

COLUMBIAN

The envelope itself is identified by the watermarked initials of this Company:

USE

The container and label pictured above catch the customer's eye and remind him of reliable envelopes—the kind he wants.

As he comes to know their good qualities, he accepts Columbians readily and with less selling effort on your part.

Read carefully the guarantee at the top of the page opposite.

To make it easy for you to examine Columbians, we will be glad to ship you a neat sample box containing enough Columbians for you to make a thorough test of their quality.

USE

GUARANTEE

THESE COLUMBIAN Envelopes are guaranteed as to paper, folding, cut, and gumming.

If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them, is authorized to replace them at our expense.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

This guarantee goes into every box.

In addition to the guarantee covering the actual manufacture of Columbian Envelopes, we further guarantee satisfaction with their typing, writing and printing qualities.

You will be satisfied with their price, too.

Columbian Envelopes are plain, substantial white wove envelopes, well made, from better than average stock.

The size range covers your customers' usual requirements, namely: 5, 6¼, 6¾, 7, 9, 10, 11, 12, 14 and Monarch.

Your paper merchant has Columbian Envelopes in stock—ready to give you immediate delivery.

This sample box of Columbians will enable you to test their printing, typing and writing qualities. Write for it.

ENVELOPES

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

SPRINGFIELD, MASS.

Location	*Division*	*Location*	*Division*
Worcester. Mass.	Logan, Swift & Brigham Envelope Co.	Worcester, Mass.	Whitcomb Envelope Co.
Rockville, Conn.	White, Corbin & Co.	Worcester, Mass.	W. H. Hill Envelope Co.
Hartford, Conn.	Plimpton Manufacturing Co.	Indianapolis, Ind.	Central States Envelope Co.
Springfield, Mass.	Morgan Envelope Co.	San Francisco, Cal.	Pacific Coast Envelope Co.
Waukegan, Ill.	National Envelope Co.	Philadelphia, Pa.	The Monarch Envelope Co.
Springfield, Mass.	P. P. Kellogg & Co.		

USE

Rigidity—Durability—Accuracy

THE massive one-piece base and heavy one-piece arch of the Diamond Power Paper Cutter insures positive rigidity, permanent accuracy and long life.

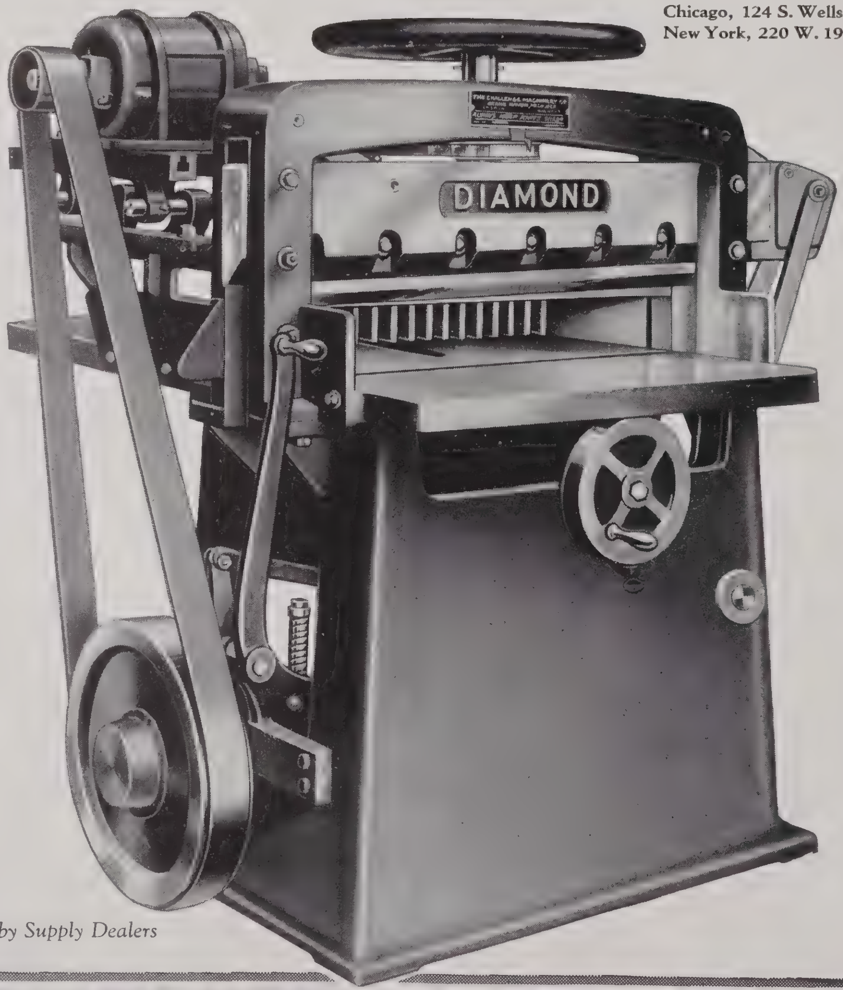
This method of construction is as fundamentally and scientifically correct as the practice followed by automobile engine manufacturers in casting cylinders en-bloc instead of singly, as formerly.

Diamond Power Cutters meet every production requirement and excel in speed, accuracy, power, durability and convenience.

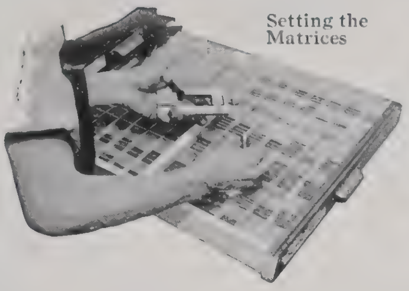
Send for illustrated literature explaining their many other points of superiority and showing why they have the largest sale of any power cutter within their rated sizes, 30, 32 and 34 inch.

The Challenge Machinery Co., Grand Haven, Mich.

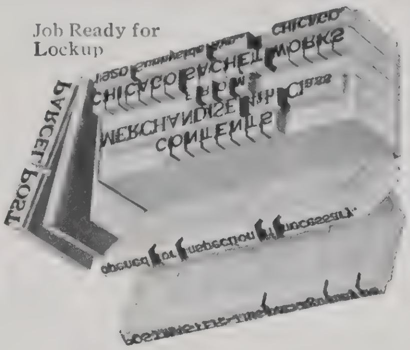
Chicago, 124 S. Wells St.
New York, 220 W. 19th St.



Sold by Supply Dealers


Setting the Matrices

Casting the Slug


Job Ready for Lockup

The Ludlow as a Money Maker for the Job Printer

THE wide range of composition that can be produced by the Ludlow System makes it of great value to the job printer.

Immediately upon the installation of the Ludlow, your foundry type worries, including hunting for sorts and resetting of jobs and ads through lack of materials, become a condition of the past, and you have at your finger tips an abundance of new type in slug lines as needed.

This testimonial from Mr. Leo Heininger of the Syndicate Printing Company, 417 Hennepin Avenue, Minneapolis, Minnesota, gives you a definite idea of the value of the Ludlow System for the average plant.

> "Since the Ludlow was installed in our plant we have been setting everything possible by this system. Our publications look cleaner, more uniform, and make up easier. The Ludlow saves us more time than we ever thought possible.
>
> "We have a lot of standing jobs in big type. These are set on the Ludlow, and, after printing, we store them away; no more worry about pulling letters for some other job.
>
> "All in all, I am convinced that the Ludlow is the machine needed in every up-to-date plant. It will satisfactorily produce any kind of composition that can be done best by hand."

With the Ludlow System you set matrices—not type. The illustrations above tell you the story of how the Ludlow supplies you with an abundance of new, fresh type—just as you need it. It's like having an ideal, but inexpensive type foundry in your plant. It is always ready at a moment's notice to serve you. Without mold or machine changes it casts large and small type, from six to sixty point, bold and extended, in slug lines, in a range of beautiful Roman and italic typefaces. In a surprisingly short time with the Ludlow, you can set and cast a few lines of body matter or enough big, bold type lines for a display ad.

Ludlow first cost and Ludlow operating cost are low, and Ludlow matrices last a lifetime. On account of the new business it creates, the Ludlow immediately begins to pay for itself as soon as it is installed.

Let us tell you more about the advantages of the Ludlow System for the job plant

When in Chicago

you will be heartily welcomed at the Ludlow factory. Here we will be glad to show you through the factory and demonstrate to you the many interesting features that make the Ludlow the ideal system for producing job and ad composition.

The Ludlow Factory

is easily and quickly reached. It is but a fifteen-minute taxi ride from the loop. A northbound Clybourn Avenue street car on Wells or Clark Street will bring you directly to our office door.

Those who cannot visit the Ludlow factory are invited to call at our Downtown Chicago Demonstration Room at the Printing and Allied Trades Display, Transportation Building, corner Harrison and Dearborn Streets.

Ludlow Typograph Company

2032 Clybourn Avenue
CHICAGO

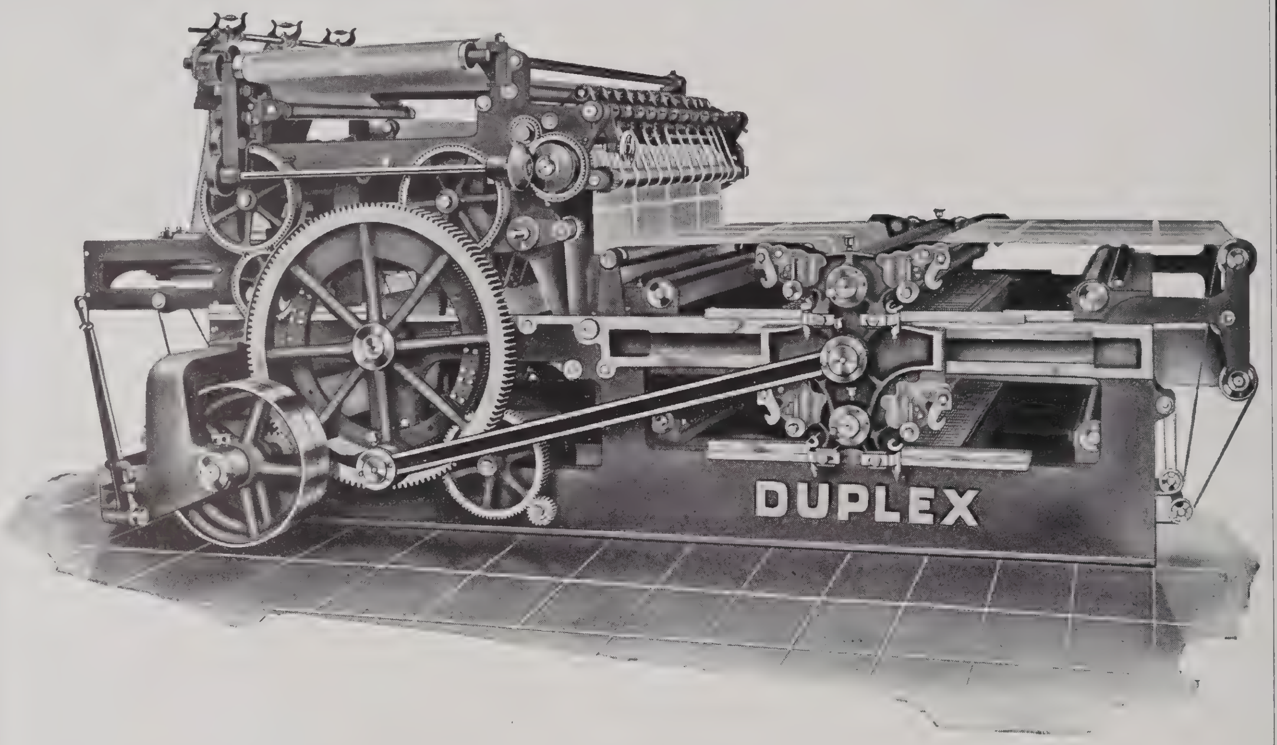
SAN FRANCISCO: Hearst Building
NEW YORK: World Building

LUDLOW QUALITY COMPOSITION

A FEW REASONS

WHY THE PROGRESSIVE PUBLISHER SHOULD CHOOSE

THE DUPLEX MODEL "E"



1—It is the only HIGH SPEED flatbed web press built. Speed, 5000 to 6000 papers per hour, printed, folded and counted.

2—*It is the only flatbed web press built which prints a complete paper on each stroke* of the reciprocating parts; all other presses print on alternate strokes only—the return stroke is unproductive, obviously inefficient.

3—It is the only flatbed web press which is flexible as to the width of the printed page. The Model "E" press prints 7 col. 13 ems; 8 col. 12 ems; 8 col. 12½ ems, and 8 col. 13 ems—6 point column rules—standard or narrow margins—and the change from one to another may be made in a few minutes by the pressman himself.

4—It is the only flatbed web press equipped with a PAPER-ROLL HOIST, a great convenience and labor-saver.

5—Because the DUPLEX flatbed press has been built and brought up to its present state of perfection by its ORIGINATORS—over forty years of productive and successful experience stands back of it.

WRITE FOR BULLETIN 701

Duplex Printing Press Co.

Main Offices & Works: BATTLE CREEK, MICHIGAN

World Building
New York City

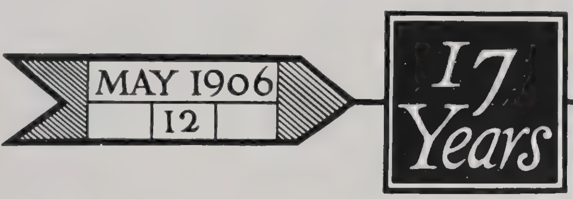
New Chicago Temple Building
77 W. Washington St., Chicago

Chronicle Building
San Francisco

"It is our belief that
Dexter Cutters have no equal"

The Graham-Chisholm Company have been using DexterCutters for over seventeen years — the original machine purchased in 1906 is still in operation.

First Dexter Cutter installed by
Graham-Chisholm Co., May 12, 1906

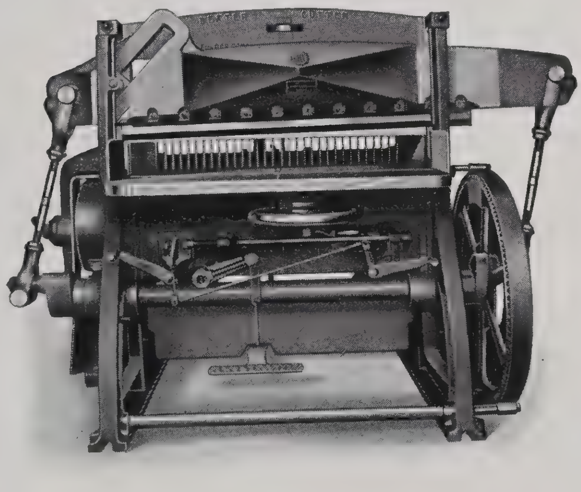


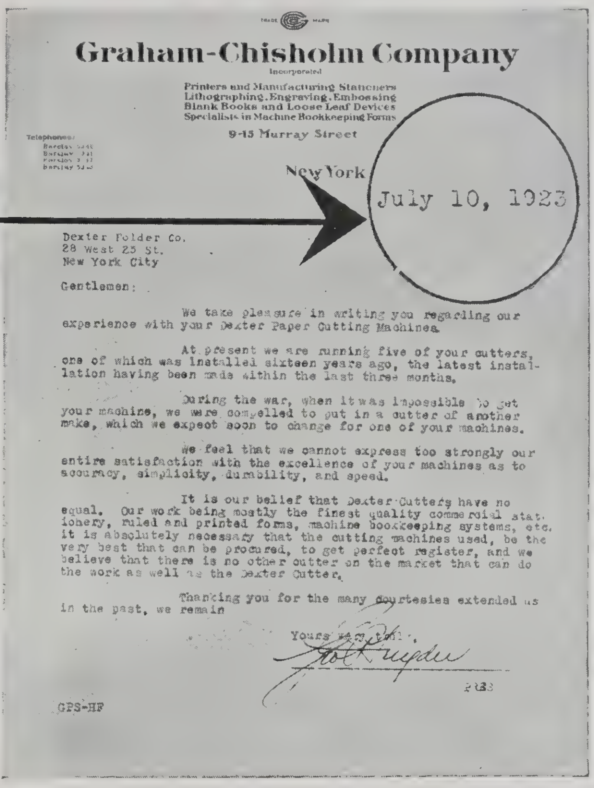
Graham-Chisholm Company say:

"At present we are running five of your cutters, one of which was installed sixteen years ago, the latest installation having been made within the last three months.

"It is our belief that Dexter Cutters have no equal."

We should underscore *every* sentence in this letter, but we leave it for you to read the entire letter.





Graham-Chisholm Company
Incorporated
Printers and Manufacturing Stationers
Lithographing. Engraving. Embossing
Blank Books and Loose Leaf Devices
Specialists in Machine Bookkeeping Forms
9-15 Murray Street
Telephones:
New York July 10, 1923

Dexter Folder Co.
28 West 23 St.
New York City

Gentlemen:

We take pleasure in writing you regarding our experience with your Dexter Paper Cutting Machines.

At present we are running five of your cutters, one of which was installed sixteen years ago, the latest installation having been made within the last three months.

During the war, when it was impossible to get your machine, we were compelled to put in a cutter of another make, which we expect soon to change for one of your machines.

We feel that we cannot express too strongly our entire satisfaction with the excellence of your machines as to accuracy, simplicity, durability, and speed.

It is our belief that Dexter Cutters have no equal. Our work being mostly the finest quality commercial stationery, ruled and printed forms, machine bookkeeping systems, etc. it is absolutely necessary that the cutting machines used, be the very best that can be procured, to get perfect register, and we believe that there is no other cutter on the market that can do the work as well as the Dexter Cutter.

Thanking you for the many courtesies extended us in the past, we remain

Yours very truly,

Pres.

GPS-HF

Your thorough investigation of the Dexter Cutter is welcomed, and we would like to give you further information about them. A note from you will bring it—and no obligation on your part whatsoever.

DEXTER FOLDER COMPANY

28 West 23rd Street, New York City

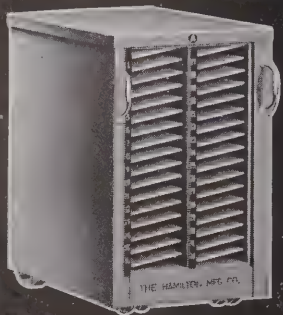
CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS

E. G. Myers, Dallas, Texas H. W. Brintnall, San Francisco and Los Angeles

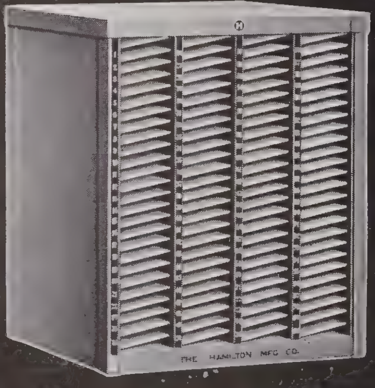
FEEDERS FOLDERS CUTTERS STITCHER-FEEDERS BUNDLING PRESSES

HAMILTON

No. 13540, steel; No. 3540, wood



No. 13505, steel; No. 3505, wood

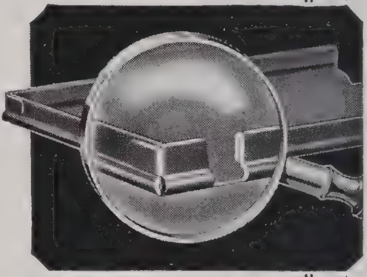


No. 13520, steel; No. 3520, wood

Galley Cabinets and Galley Trucks

IT WASN'T many years ago when the principal labor of the average foreman was to "keep track" of the standing matter in his office. Catalog pages, standing jobs, etc., were either "piled", or stored promiscuously on letterboards, with the result that when a certain page or job was called for it was usually located, after much effort, at the bottom of a "pile" or in such position on the letterboard that much matter must be handled to get the particular thing desired. Then it was placed on a galley, corrected, proofed and replaced — somewhere — resulting in much loss of time, patience and money.

Now, with Hamilton Equipment, all this is changed. Letterboards are passé; piling of pages about the room is a relic of the days when real costs were unknown, or seldom considered. Today the storage problem is taken care of in a systematic manner; a place is provided for everything and any piece of matter stored is instantly available; time is saved in every operation and what was formerly one of the printer's most exasperating problems has been brought to a point where it is simplicity itself — practically automatic.



Enlarged view Hamilton Galley. Note the double-strength side walls and smooth, rounded top edges.

The Hamilton one-piece, double-walled galley is the most practical all-purpose galley ever produced. Made of special prepared steel, formed with elaborate dies in mammoth presses, it provides every advantage of any other steel galley and is *better* in that its double walls, with perfectly rounded top edges, insure a rigidity not approached in any other design.

CABINETS WITH SLANTING SHELVES

Catalog No.	Size Galley	No. Tiers	Total Capacity	Clearance on Shelves
13510	2-Col.	1	25	7⅞
* 3510	2- "	1	25	7⅜
13515	2- "	2	50	7⅞
* 3515	2- "	2	50	7⅜
13520	2- "	4	100	7½
* 3520	2- "	4	100	7⅜
13533	3-Col.	4	100	8⅞
* 3533	3- "	4	100	9⅝

GALLEY TRUCKS

Catalog No.	Size Galley	No. Tiers	Total Capacity	Clearance on Shelves
13500	8¾ x 13	2	32	9½
* 3500	8¾ x 13	2	32	9¼
13505	2-Col.	2	32	7⅞
* 3505	2- "	2	32	7⅜

CABINETS WITH RUNS ONLY — NO SHELVES

Catalog No.	Size Galley	No. Tiers	Total Capacity	Clearance between runs
13538	8¾ x 13	2	50	9¼
* 3538	8¾ x 13	2	50	9¼
13540	8¾ x 13	4	100	9¼
* 3540	8¾ x 13	4	100	9¼
13541	10 x 16	4	100	10½
* 3541	10 x 16	4	100	10½
13542	12 x 18	4	100	12½
* 3542	12 x 18	4	100	12½
13544	3½ x 23½	4	100	4
* 3544	3½ x 23½	4	100	4
13545	6¼ x 23½	4	100	6¾
* 3545	6¼ x 23½	4	100	6¾
13565	8½ x 23½	4	100	9
* 3565	8½ x 23½	4	100	9

*Made of wood. All galley openings are regularly numbered from 1 up to capacity of cabinet.

"CLEARANCE" means maximum width of shelf or run opening. Hamilton Galleys are ⅜-inch wider outside than inside; sizes listed are all inside measure.

No. 13540 — Cabinet with runs.
No. 13520 — Cabinet with shelves.
No. 13505 — Galley Trucks.

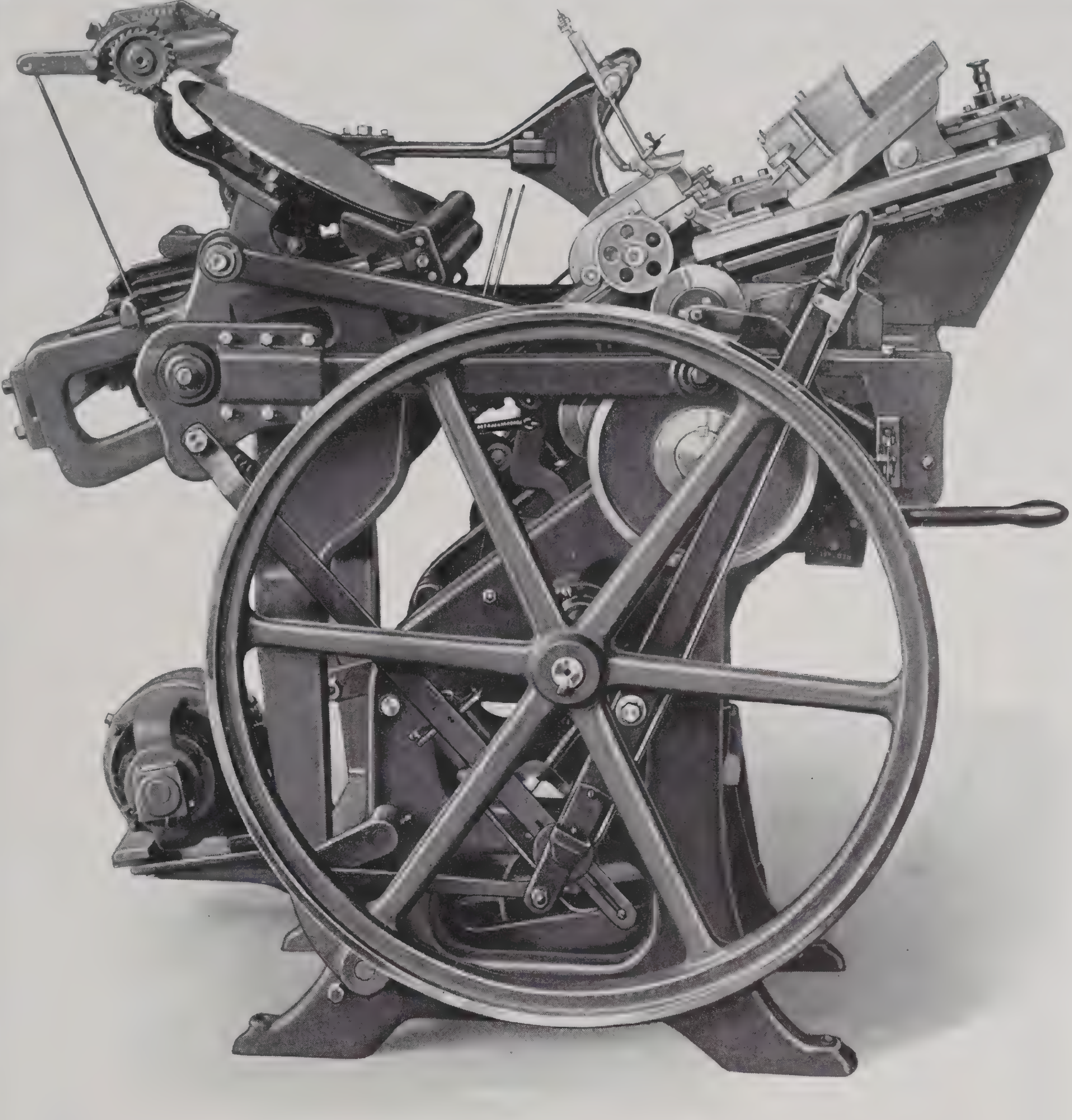
CABINETS with runs are 38½ in. high; with shelves, 43 in. high. Run openings are 9/16-inch wider than given inside measure of galley specified.

TRUCKS (steel) are 32½ in. high, 25½ in. wide; wood trucks, 38¼ in. high, 25½ in. wide.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J. TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY ALL PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

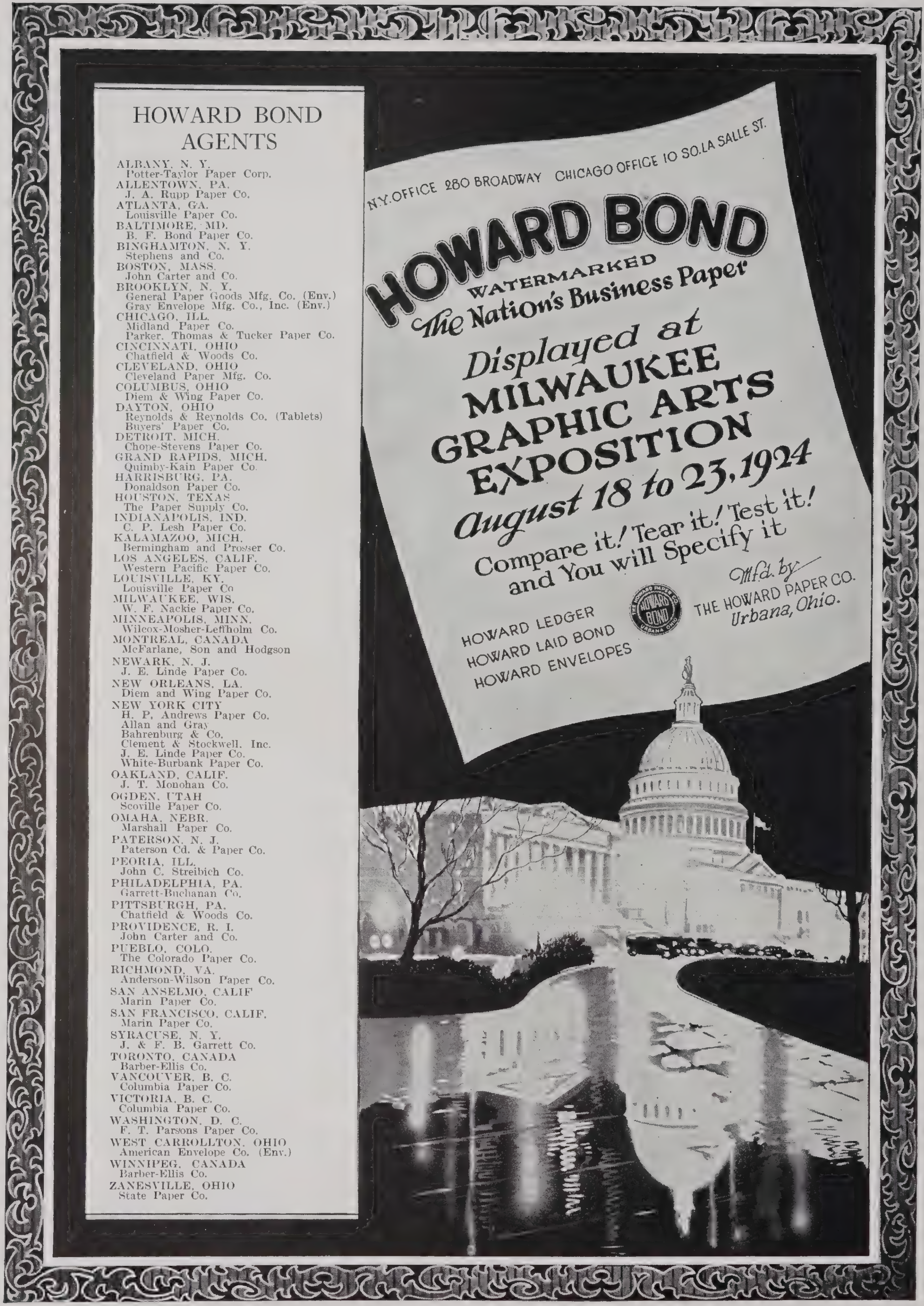


THE KLYMAX FEEDER attached to a **CHANDLER & PRICE PRESS** insures a rapid automatic unit that is capable of handling the various classes of job printing quicker and more accurately than can be done by hand.

KLYMAX FEEDERS are made for the 8x12, 10x15, 12x18 and the new 12x18 CHANDLER & PRICE CRAFTSMAN PRESS. Write our nearest Selling House for descriptive circulars and quotations.

AMERICAN TYPE FOUNDERS COMPANY

MANUFACTURER OF THE KLYMAX FEEDERS



HOWARD BOND AGENTS

ALBANY, N. Y.
Potter-Taylor Paper Corp.
ALLENTOWN, PA.
J. A. Rupp Paper Co.
ATLANTA, GA.
Louisville Paper Co.
BALTIMORE, MD.
B. F. Bond Paper Co.
BINGHAMTON, N. Y.
Stephens and Co.
BOSTON, MASS.
John Carter and Co.
BROOKLYN, N. Y.
General Paper Goods Mfg. Co. (Env.)
Gray Envelope Mfg. Co., Inc. (Env.)
CHICAGO, ILL.
Midland Paper Co.
Parker, Thomas & Tucker Paper Co.
CINCINNATI, OHIO
Chatfield & Woods Co.
CLEVELAND, OHIO
Cleveland Paper Mfg. Co.
COLUMBUS, OHIO
Diem & Wing Paper Co.
DAYTON, OHIO
Reynolds & Reynolds Co. (Tablets)
Buyers' Paper Co.
DETROIT, MICH.
Chope-Stevens Paper Co.
GRAND RAPIDS, MICH.
Quimby-Kain Paper Co.
HARRISBURG, PA.
Donaldson Paper Co.
HOUSTON, TEXAS
The Paper Supply Co.
INDIANAPOLIS, IND.
C. P. Lesh Paper Co.
KALAMAZOO, MICH.
Bermingham and Prosser Co.
LOS ANGELES, CALIF.
Western Pacific Paper Co.
LOUISVILLE, KY.
Louisville Paper Co
MILWAUKEE, WIS.
W. F. Nackie Paper Co.
MINNEAPOLIS, MINN.
Wilcox-Mosher-Leffholm Co.
MONTREAL, CANADA
McFarlane, Son and Hodgson
NEWARK, N. J.
J. E. Linde Paper Co.
NEW ORLEANS, LA.
Diem and Wing Paper Co.
NEW YORK CITY
H. P. Andrews Paper Co.
Allan and Gray
Bahrenburg & Co.
Clement & Stockwell, Inc.
J. E. Linde Paper Co.
White-Burbank Paper Co.
OAKLAND, CALIF.
J. T. Monohan Co.
OGDEN, UTAH
Scoville Paper Co.
OMAHA, NEBR.
Marshall Paper Co.
PATERSON, N. J.
Paterson Cd. & Paper Co.
PEORIA, ILL.
John C. Streibich Co.
PHILADELPHIA, PA.
Garrett-Buchanan Co.
PITTSBURGH, PA.
Chatfield & Woods Co.
PROVIDENCE, R. I.
John Carter and Co.
PUEBLO, COLO.
The Colorado Paper Co.
RICHMOND, VA.
Anderson-Wilson Paper Co.
SAN ANSELMO, CALIF
Marin Paper Co.
SAN FRANCISCO, CALIF.
Marin Paper Co.
SYRACUSE, N. Y.
J. & F. B. Garrett Co.
TORONTO, CANADA
Barber-Ellis Co.
VANCOUVER, B. C.
Columbia Paper Co.
VICTORIA, B. C.
Columbia Paper Co.
WASHINGTON, D. C.
F. T. Parsons Paper Co.
WEST CARROLLTON, OHIO
American Envelope Co. (Env.)
WINNIPEG, CANADA
Barber-Ellis Co.
ZANESVILLE, OHIO
State Paper Co.

N.Y. OFFICE 280 BROADWAY CHICAGO OFFICE 10 SO. LA SALLE ST.

HOWARD BOND
WATERMARKED
The Nation's Business Paper

Displayed at
MILWAUKEE
GRAPHIC ARTS
EXPOSITION
August 18 to 23, 1924

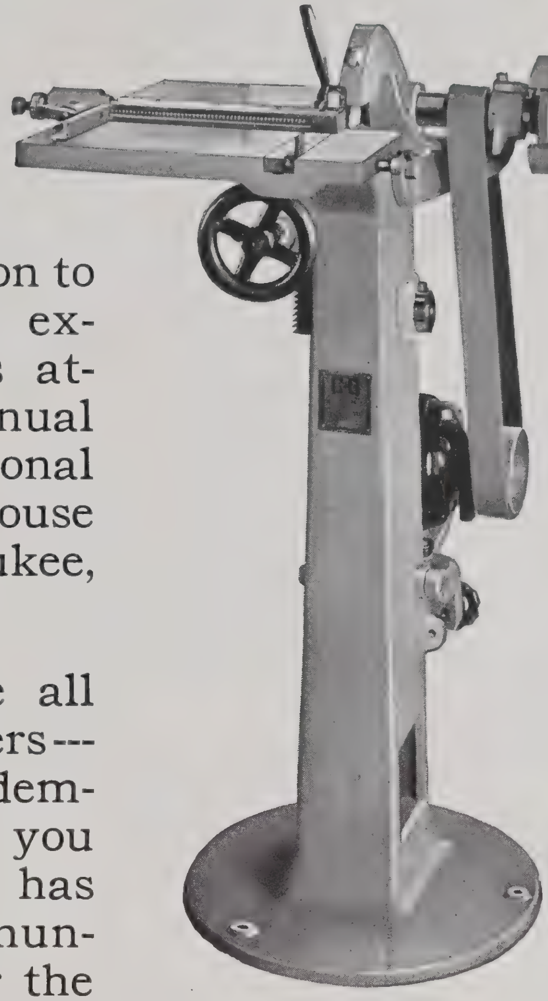
Compare it! Tear it! Test it!
and You will Specify it

HOWARD LEDGER
HOWARD LAID BOND
HOWARD ENVELOPES

THE HOWARD PAPER CO. HOWARD BOND URBANA, OHIO

Mfd. by
THE HOWARD PAPER CO.
Urbana, Ohio.

Howard Bond on Display by W. F. Nackie Paper Co., at Graphic Arts Exposition, Milwaukee, Wisconsin.



All features of the Trimmiter have been patented, and patents issued July 31, 1923 and May 27, 1924.

A CORDIAL invitation to visit our booth is extended to all visitors attending the Fifth Annual Convention, International Association Printing House Craftsmen, at Milwaukee, August 18 to 23.

Here you will see all models of Trimmiters---under power---and a demonstration will show you why the Trimmiter has been endorsed by hundreds of users all over the country.

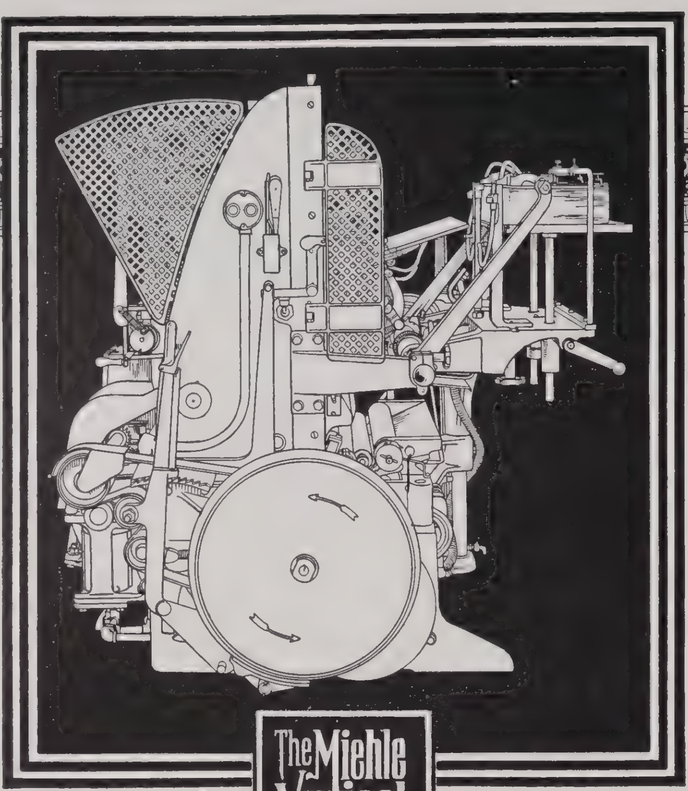
Booth No. 43

To those who cannot attend we will be pleased to mail literature, on request.

C&G TRIMMITER

Cheshire & Greenfield Manufacturing Co.

538 S. Dearborn Street **Chicago, Illinois**



The Miehle Vertical

The Last Word in Job Presses

THE Miehle Vertical is strictly a job press. It is automatic in the highest degree.

Every operation is reduced to the simplest terms.

Make-ready is easier, quicker and much more effective.

The speed: 2000 to 3600 impressions per hour. And, thanks to the great capacity of its feed and delivery tables, an enormous percentage of its actual speed is realized in printed impressions.

No printer, big or little, can afford to be without one or more Verticals. Investigation costs nothing.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

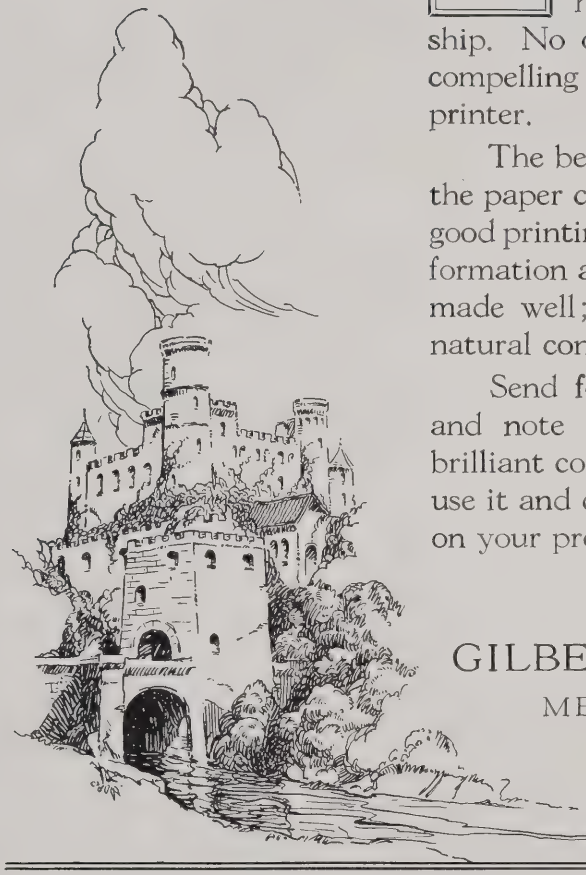
Lancaster Bond

THE ARISTOCRAT OF BONDS

BEAUTY should be the by-product of real value. When it is so it costs but little. Real beauty reflects honest work and sincere craftsmanship. No one appreciates more keenly the compelling power of beauty than does the printer.

The best effort of the printer is wasted if the paper chosen to form the background of good printing does not have beauty of texture, formation and color. Lancaster Bond is first made well; its lasting beauty follows as the natural consequence of its sturdy structure.

Send for samples from our nearest agent and note its unusually appealing texture, brilliant color and self-evident quality. Then use it and discover for yourself its workability on your press.



Manufactured By

GILBERT PAPER COMPANY
MENASHA, WISCONSIN

DISTRIBUTORS

Baltimore, Md.	Barton, Duer & Koch Paper Company
Boston, Mass.	Carter, Rice & Company
Buffalo, N. Y.	R. H. Thompson Company
Chicago, Ill.	Moser Paper Company
Cincinnati, Ohio	Chatfield & Woods Company
Cleveland, Ohio	Cleveland Paper Manufacturing Company
Columbus, Ohio	Scioto Paper Company
Dayton, Ohio	The Buyer's Paper Company
Denver, Colo.	Carter, Rice & Carpenter Paper Company
Des Moines, Iowa	Carpenter Paper Company
Detroit, Mich.	Beecher, Peck & Lewis
Great Falls, Mont.	Great Falls Paper Company
Indianapolis, Ind.	C. P. Lesh Paper Company
Lansing, Mich.	The Dudley Paper Company
Los Angeles, Cal.	Blake, Moffitt & Towne
Louisville, Ky.	The Rowland Company
Manila, P. I.	J. P. Heilbronn Company
Memphis, Tenn.	Tayloe Paper Company
Milwaukee, Wis.	E. A. Bouer Company
Minneapolis, Minn.	Paper Supply Company, Inc.
New Orleans, La.	Julius Meyer & Sons, Inc.
New York, N. Y.	Bishop Paper Company
New York, N. Y.	Conrow Brothers
New York, N. Y.	F. W. Anderson & Company
Philadelphia, Pa.	Whiting-Patterson Company
Portland, Ore.	Blake, McFall Company
Pueblo, Colo.	Colorado Paper Company
Richmond, Va.	Richmond Paper Company
Rochester, N. Y.	R. M. Myers & Company
St. Louis, Mo.	Beacon Paper Company
St. Paul, Minn.	Inter-City Paper Company
San Francisco, Cal.	Blake, Moffitt & Towne
Seattle, Wash.	American Paper Company
Spokane, Wash.	Spokane Paper & Stationery Company
Tacoma, Wash.	Tacoma Paper & Stationery Company
Tulsa, Okla.	Tayloe Paper Company
Washington, D. C.	Barton, Duer & Koch Paper Company

EXPORT—Maurice O'Meara Company, New York, N. Y.

The Only Independent Type Foundry in the United States

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York City

Manufacturers of

Standard Line **TYPE** **Point Set**

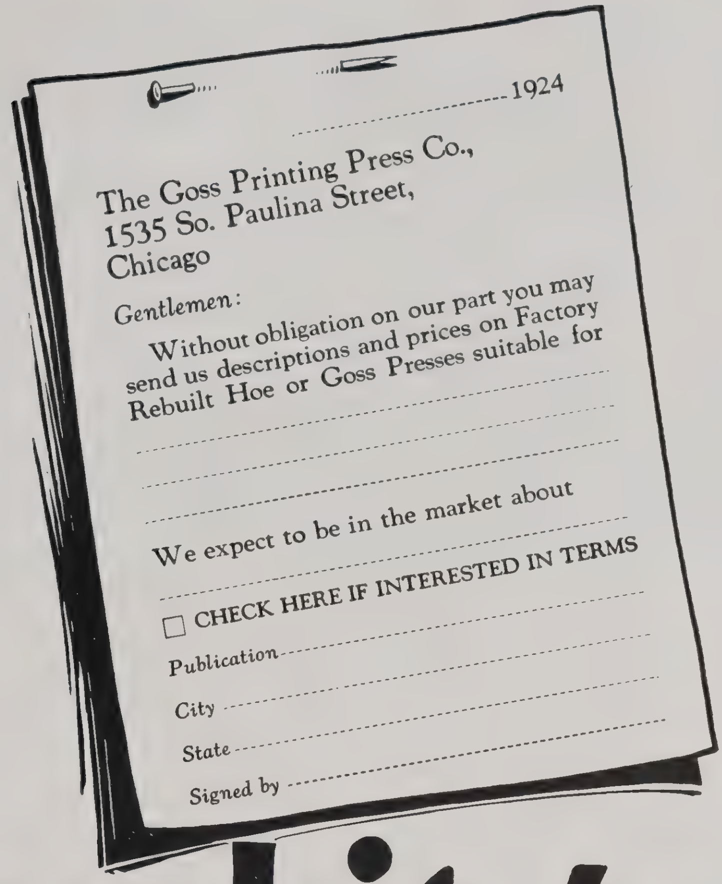
The quality of our type is guaranteed the best that can be produced, the metal is of the highest grade, and for durability it has no superior. We carry in stock, ready for immediate delivery, a complete line of standard faces — and new additions are being made constantly. A complete catalog of our Type, Borders, Ornaments, Brass Rules, etc., will be mailed upon request.

Quality — Service — Value

Chandler & Price Presses
Golding and Pearl Presses
Colt's Armory Presses
Diamond Power and Lever Cutters
Chandler & Price Power and Lever Cutters
Advance Lever Cutters
Potter Proof Presses
Lee Cylinder Presses
Hamilton Steel and Wood Cabinets and Printer's Furniture
Perforating and Punching Machines
Wire Stitchers
Leads and Slugs and Metal Furniture
Embossing Machines
Miller Saw-Trimmers
Printing Inks, etc.

Everything for the Composing Room and Pressroom

New York **Baltimore** **Philadelphia**



.................................1924

The Goss Printing Press Co.,
1535 So. Paulina Street,
Chicago

Gentlemen:

Without obligation on our part you may send us descriptions and prices on Factory Rebuilt Hoe or Goss Presses suitable for ....

....

....

We expect to be in the market about ....

☐ CHECK HERE IF INTERESTED IN TERMS

Publication ....

City ....

State ....

Signed by ....

Send it *today!*

If you will shortly need another press and desire to *save money*, let us know your requirements at once. We offer for IMMEDIATE or very early delivery—or delivery up to next spring—a complete range of

FACTORY REBUILT HOE AND GOSS NEWSPAPER PRESSES

All sizes from sixteen pages to and including octuple capacity.

Attractive prices! Liberal terms, if desired! *Every press priced to sell quickly.* An opportunity that it will pay every publisher to heed. Get our offer on a press to meet your needs. Send above coupon or wire us—collect.

No time to lose! Act today!

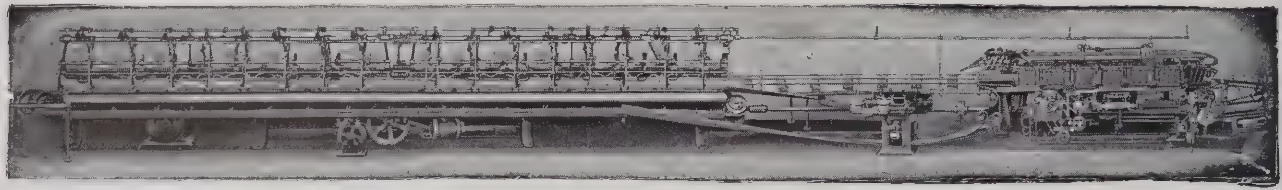
GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET, CHICAGO
The Goss Printing Press Co. of England, Ltd. London

JUENGST

Gatherer, Stitcher and Coverer

The Only Machine that will Gather, Jog, Stitch and Cover Books, all while in Continuous Motion

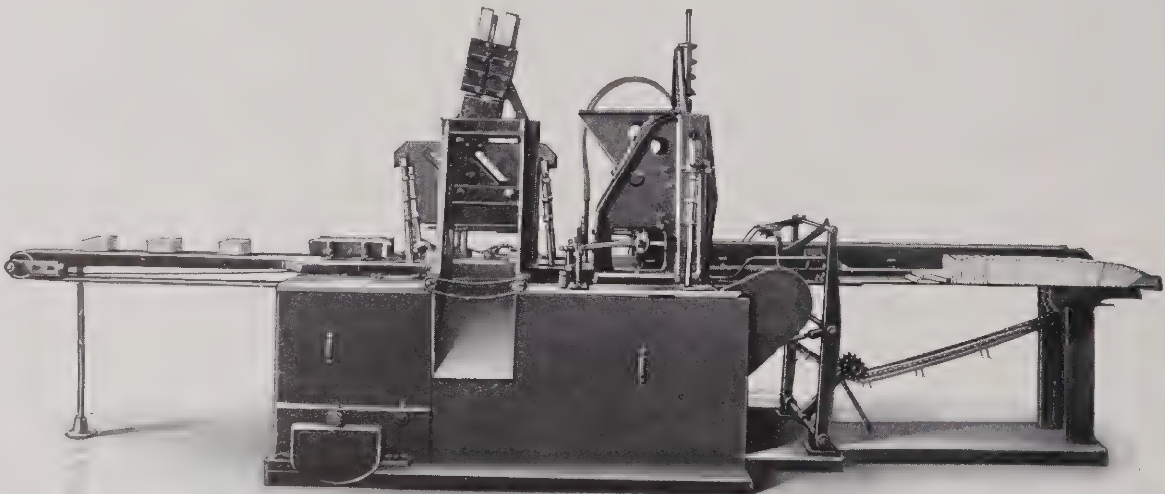


PATENTED

Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.

Rowe Straight Line Automatic Trimmer



PATENTED

These machines are quickly adjustable to any size books, using the regular half-inch cutting stick. It shears from the back of the book and does clean, accurate work up to a speed of 28 packages per minute 4½ inches or less in height.

Nothing in trimmers has ever been made to compare with it. They are in use in a number of the largest catalogue and magazine printing houses in the country. If you have work suitable for it you cannot afford to be without it. We will be glad to send any further information.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City

The right paper for the purpose!

He wants to know—

And is told what the Specification Chart will do to 'grade the quality up'.

Pennypacker: Should I risk offending my customer by recommending something better than he has been accustomed to using?

Fenton: The Specification Chart sets an *impersonal* and *impartial* standard of values. The Chart has had, and will continue to have, an audience composed of over fifty percent of the business executives of this country. Hence, in following its recommendations to any one individual, you suggest a course which many business executives have either already followed, or are likely to follow.

Pennypacker: Won't I risk being misunderstood as seeking to produce a more costly job for the sake of a greater profit?

Fenton: No, because The Chart *works both ways!* Ask to see your customer's office and factory forms. Apply the principles of The Chart—"The Right Paper for the Purpose"—to them. In instances where the customer is using a "straddling" paper, i. e., a paper too good for office forms but not good enough for letter sheets—you show that a saving of money may be as easily effected.

Pennypacker: Since my profit on the job will not be materially greater, why should I bother to change existing specifications?

Fenton: To produce a job, Pennypacker, which in appearance and satisfaction will outwear the recollection of cost. To establish in the mind of your customer a definite standard of paper value, faith in which cannot be readily shaken by competition. To pave the way for more profits through the continued confidence of your customer.

Pennypacker: Fenton, I think you are right, and I am going to try it out.

The Specification Chart, in both large and small size, also other helpful material in creating the use of the Right Paper for the Purpose is yours for the asking.

AMERICAN WRITING PAPER COMPANY
Makers of Eagle-A Papers
Holyoke, Massachusetts

THE SPECIFICATION CHART OF BOND PAPER USES

Each of these nine grades of Eagle-A Bond Paper is produced on a volume basis, with all the resulting economy in manufacture and distribution.	The Controlling Factors in the use of all Bond Papers								
	PERMANENT			SEMI-PERMANENT				Temporary	
	Rag Content Papers							Sulphite Papers	
Chief uses of paper in modern business	Coupon Bond	Agawam Bond	Persian Bond	Contract Bond*	Airpost Bond	Chevron Bond*	Acceptance Bond	Norman Bond	Telephone Bond
Letterheads	A1	1	2	2	3	3	3		
Invoices	A1	1	2	2	3	3	3		
Statements	A1	1	1	2	2	3	3		
Checks				1	2	3	3		
Drafts			1	2		3	3		
Notes			1	2	2	3	3		
Purchase Orders		1	1	2	2	3	3		
Contracts	A1	1	1	2	2	3	3		
Receipts			1	2	2	3	3		
Inter Dept. Letters							1	2	3
File Copies							1	2	3
Acknowledgments			1		2		3		
Price Lists				1		1	2	3	
Mortgages	A1	2	3	3					
Deeds	A1								
Stock Certificates	A1	2	3						
Policies	A1	2	3	3					
Inventory Forms				1	1	2	2	3	
Requisitions				1	2	2	3	3	
M'f'g. Orders				1	2	2	3		
Receiving Reports							1	2	3
Stock Reports				1	2	2	3	3	
Time Slips							1	2	3
Memo Slips							1	2	3
Reference Booklets						1	2	3	

KEY TO ABOVE CHART
A1—Extra First Choice 1—First Choice
2—Second Choice 3—Third Choice
*Recommended for Offset Lithography

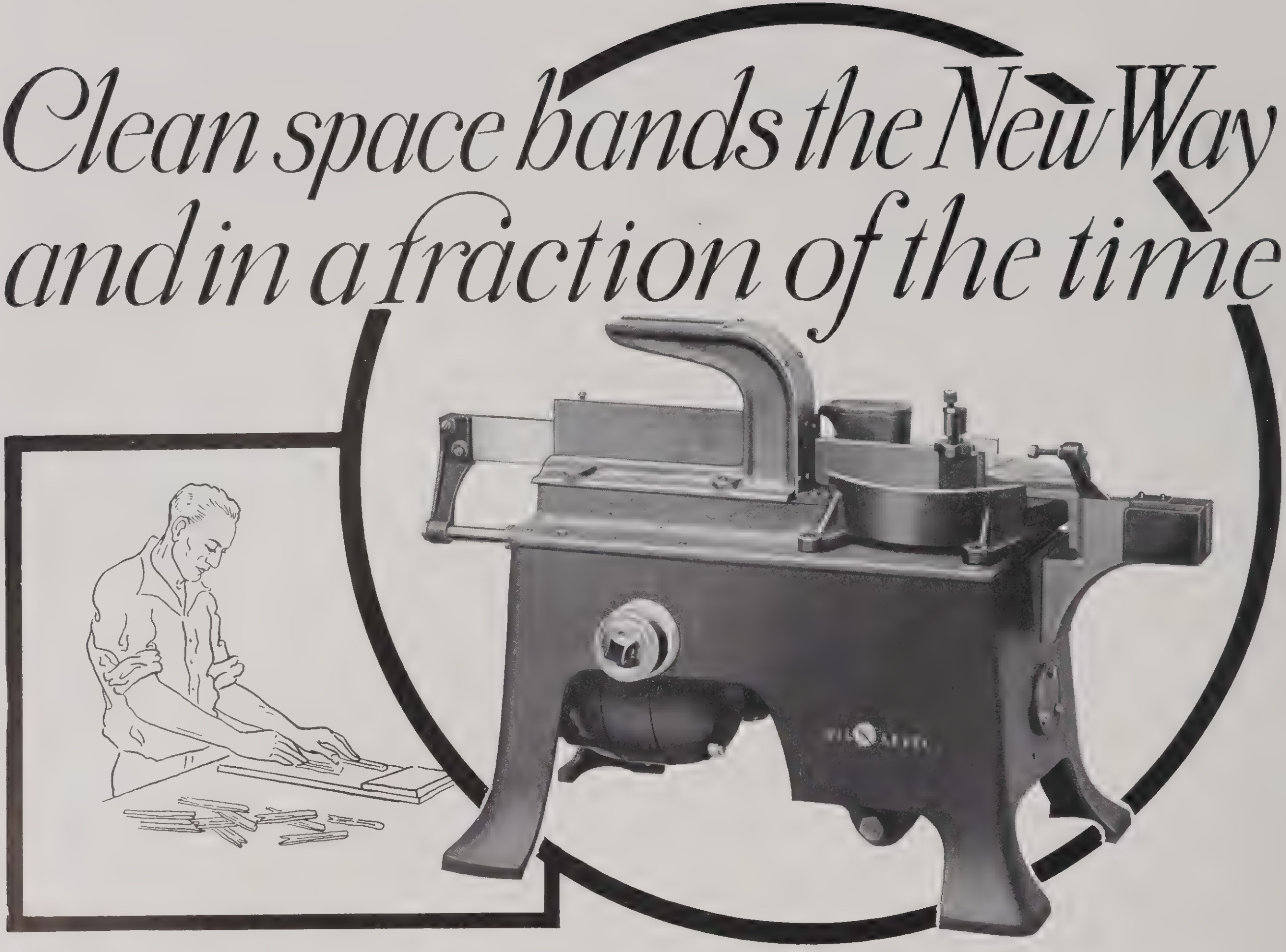
Four factors are considered in the above classifications: (a) Appearance, (b) Long Life, (c) Printing qualities, (d) Probable handling (in office, in mail and at destination). First choice provides maximum protection; others a slight sacrifice of one or more of the factors.

The right paper for the purpose!

EAGLE-A
Bond PAPERS

MARK OF QUALITY-STANDARDS
This watermark identifies Eagle-A Bonds

Clean space bands the New Way and in a fraction of the time



The ROCKAWAY SPACE BAND CLEANER

The *"Rockaway"* Automatic Space Band Cleaner is a labor and money saving device, which is destined to find its place in every up-to-date plant in the world, operating Linotype or Intertype Machines.

This machine is mechanically correct and does the work for which it is intended, ***accurately, uniformly*** and ***with speed.***

Sold, properly equipped for instant use in any plant in the world, with the clear understanding that it must do the work as repesented or the sale is not binding upon the purchaser.

The ***"Rockaway"*** Automatic Space **Band Cleaner** fully meets the requirements of all plants operating Linotype or Intertype machines by providing a positive way to clean Space Bands without hand labor.

The ***"Rockaway"*** Automatic Space Band Cleaner will clean and assemble 30 space bands in approximately one minute, each band receiving seven complete revolutions of the circular lapping block or disc while being held under an eight pound pressure by a spring actuated plunger.

The circular lapping block is made of specially prepared wood and is mounted upon an iron disc running on a true level. This lapping block is provided with an adjusting nut to permit raising or lowering as required.

The ***"Rockaway"*** **Automatic Space Band Cleaner** is as nearly mechanically perfect as time, effort, experience and money can make it and is offered in good faith to all owners and operators of Linotype or Intertype machines as a real necessity and not as a luxury.

The machine is built with extreme care by expert mechanics and of the very best materials, neither time nor money being spared in an effort to produce a machine which will "work", which will save money for its owner and endure for a life time.

With the ***"Rockaway"*** **Automatic Space Band Cleaner** in a plant, a dirty space band or one with adherent metal is "unknown" for the simple reason that it is considered a pleasure by everyone in the plant "to run them through".

See the Rockaway in Space No. 25 at the Graphic Arts Exhibition — August 18 to 23

THE ROCKAWAY CO.

3508 GRAND AVENUE
MILWAUKEE, WISCONSIN

Greater Than Ever Will Be This Year's

WESEL
EXHIBIT
at Milwaukee
Graphic Arts Exposition

As at Chicago in '21 and Boston in '22, Wesel will be one of the most prominent exhibitors at the Milwaukee Graphic Arts Exposition in '24. This year, Wesel will introduce several new machines which, because of their far-reaching effect within the industry, will be talked about for many years to come.

There will be shown for the first time, a new machine for the stereotyper, for instance, which may eventually revolutionize stereotyping methods in this country. There will be demonstrated for the first time also, the complete line of Wesel Photo Lith. equipment which many Lithographers and Printers are anxious to see and inspect.

You cannot afford to miss the Wesel Exhibit this year. Come to Milwaukee, August 18-23. You will find us right at the center of the main floor.

Wesel serves the Printer and Publisher; the Electrotyper, Stereotyper, Photo Engraver and the Offset Printer. Wesel products are known and used the world over. Get Acquainted!

F. WESEL MANUFACTURING CO.
72-80 Cranberry Street **Brooklyn, N. Y.**
Chicago Branch: 431 South Dearborn Street

Features
of the
Wesel Exhibit
at Milwaukee

Stereotyping

Equipment that is new and revolutionaly in principle and method will be shown for the first time at Milwaukee! Every printer and publisher employing the stereotyping process should heed the invitation to visit the Wesel Exhibit. There he will find an entirely new order of Stereotyping economy — and *quality*.

Photo Lith

With the growing demand for Offset Lithography and the intense interest in the offset process that exists today — a complete working demonstration of Wesel Photo Lith Equipment will prove a major attraction. We will exhibit the most simple and by far the most economical method and equipment for producing the offset printing plate.

Photo Engraving

Wesel equipment for the Photo-Engraver is the standard for the world today. And at Milwaukee there will be several new machines to greet the visiting Photo Engravers — one in particular that every practical man will welcome the opportunity to inspect and operate. Be sure and visit the Wesel Exhibit.

Printing

The printer will, of course, be interested in the Wesel Exhibit. And many printers, no doubt, will be decidely interested in a working demonstration of the many desirable features of the Wesel Final Plate Mounting System—for both curved and flat plates. This will be an ideal opportunity for you to *compare*.

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

SPECIMEN BOOK OF INTERTYPE MATRICES
1924
INTERTYPE CORPORATION
General Offices
50 COURT STREET, BROOKLYN, N. Y.
A✤B✤C✤D✤E✤F✤G✤H
S✤T✤U✤V✤W✤X✤Y✤Z✤A✤B✤C✤D✤E✤F✤G✤H✤I✤J✤K✤L
M✤N✤O✤P✤Q✤R✤S✤T✤U✤V✤W✤X✤Y✤Z
Z✤Y✤X✤W✤V✤U✤T✤S✤R✤Q✤P✤O✤N✤M
Z✤Y✤X✤W✤V✤U✤T✤S✤R✤Q✤P✤O✤N✤M✤L
A✤B✤C✤D✤E✤F

Send for This Book

If you have not yet received your copy of this new Specimen Book, mail the coupon below at once. Every line composing machine user should have a copy. You will find it worth real money to have it handy and to insure receiving future specimens of new faces.

Intertype Matrices will run in other machines and we solicit and appreciate your matrix business. Send the coupon at once.

ERTYPE CORPORATION.
50 Court Street, Brooklyn, N. Y.

Please send your new Specimen Book and Specimen sheets of new matrix faces as published from time to time.

Name ....

Position ....

Firm ....

Address ....

....

NATIONAL PRINTER-JOURNALIST

Copyrighted

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE, *News Editor*
GEO. A. JUST, *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 406 McKerchy Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVES
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

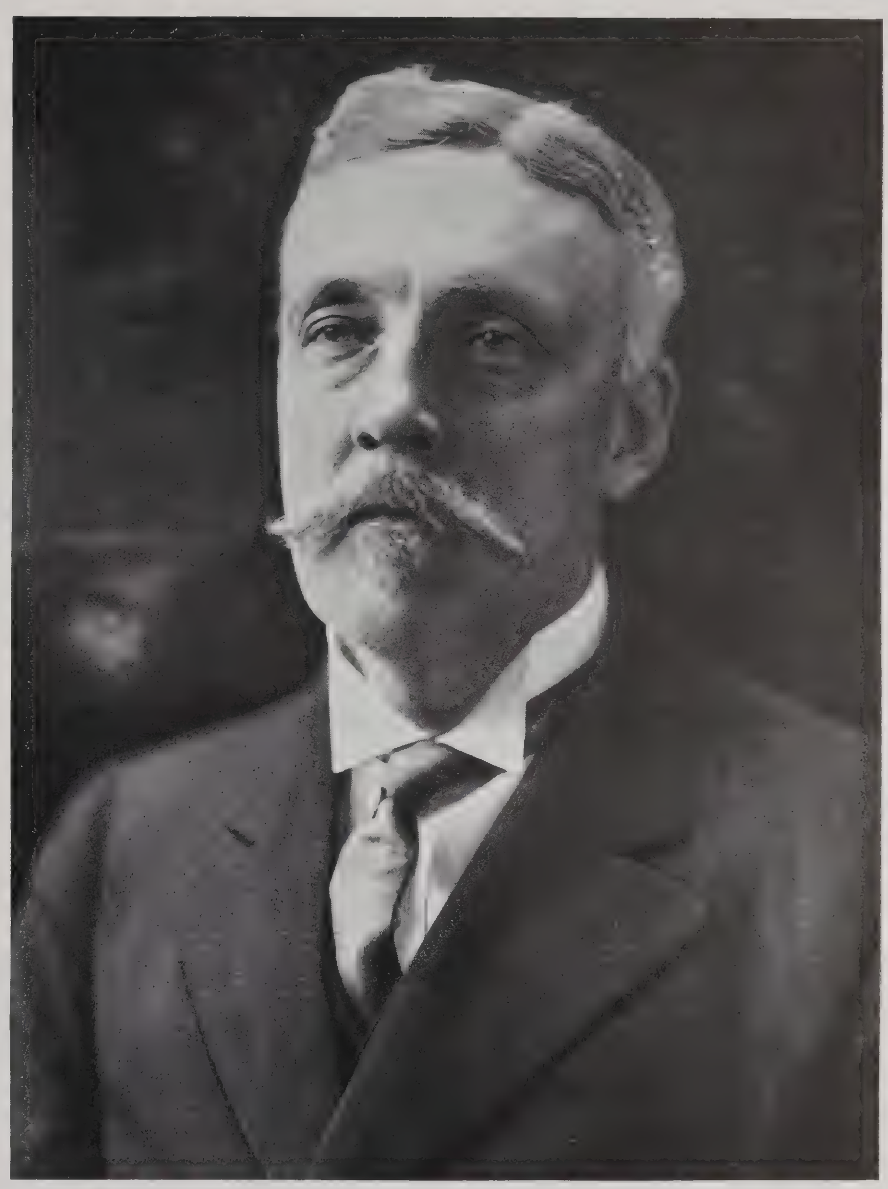
Volume 42 — Milwaukee, Wis., August, 1924 — No. 8

Charles Francis

New York

A Great American Master Printer and Craftsman

A MESSAGE



WE DO not all perhaps feel alike the responsibility of educating the world, but as we learn our powers more and more, through the printing press we train our eyes to look up to the blue sky and to realize that each of us in our several ways are able to play our parts in the greatest of all services, the helping of mankind, through the help and service of the printing press.

"I hope some day that our newspapers and magazines instead of recounting murders, quarrels, destruction of cities, and the stirring of nations to strife, may find a change, in that the message of the printing press has found the soul of this land or that land and set them thinking of how they can serve mankind. Let us reign by serving, for only in this manner can we obtain the greatest good to all the world.

"Whatsoever things are true, Whatsoever things are honest, Whatsoever things are just, Whatsoever things are lovely, Whatsoever things are of good report—If there be any virtue and if there be any praise, —Think on these things." "And print them."

News of the Milwaukee Graphic Arts Exposition and the Convention of the International Association of Printing House Craftsmen, Aug. 18-23, 1924, on Pages 26 to 33 and 38.

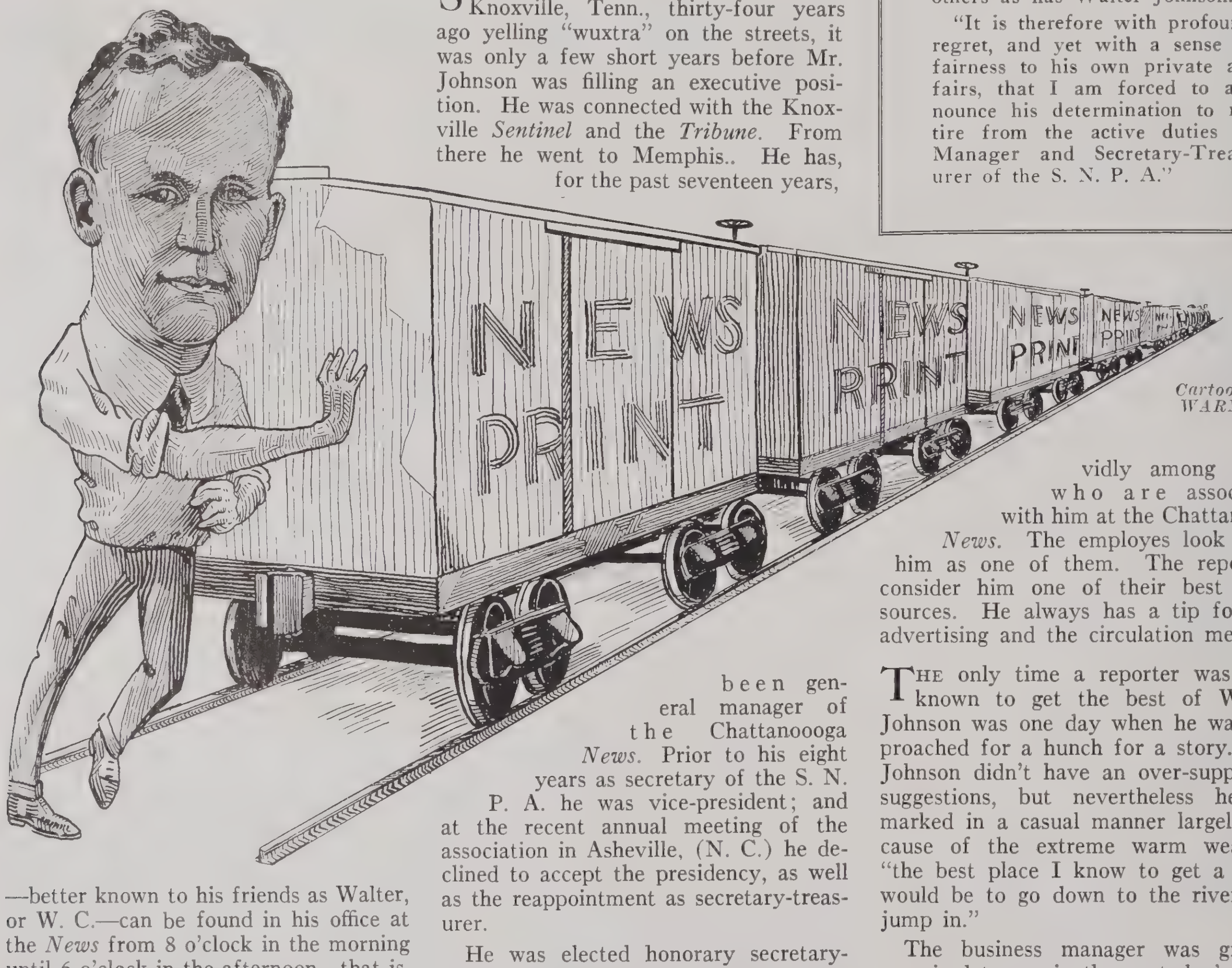
Life Secretary Johnson of the S. N. P. A.-"PJ"

By Nellie Kenyon

INTRODUCING Walter C. Johnson, henceforth in the rank of "P-J," or Printer-Journalist of the American newspaper Hall of Fame. "NPJ" is glad and proud to be able to express a little token of the regard in which he is held by the profession of printing-journalism in this country.

◆ ◆ ◆

WALTER C. JOHNSON, general manager of the Chattanooga (Tenn.) *News* and for eight years secretary-treasurer of the Southern Newspaper Publishers' association, —better known to his friends as Walter, or W. C.—can be found in his office at the *News* from 8 o'clock in the morning until 6 o'clock in the afternoon—that is, what time he isn't attending to some fraternal or club work.



Cartoon by WARNER

It isn't hard to define Walter's hobby as *work and lots of it.* For instance:

While the mechanical part of the world war was being fought on the battlefields of France, W. C. Johnson, the "Abraham Lincoln of his profession," (called so because of his physical makeup) was busily engaged in talking to the railroad officials of the country, and they listened to him, too!

It was at that time the southern newspaper men were especially distressed about freight movements, being almost out of news print. It was then that Walter C. Johnson turned traffic manager of the S. N. P. A. He spent *ten days and nights* writing, wiring, telephone, cussing.

Solid trainloads of newsprint paper started south on passenger train schedule from the Pennsylvania railroad yards at Harrisburg, Pa.

STARTING in the newspaper business in Knoxville, Tenn., thirty-four years ago yelling "wuxtra" on the streets, it was only a few short years before Mr. Johnson was filling an executive position. He was connected with the Knoxville *Sentinel* and the *Tribune.* From there he went to Memphis.. He has, for the past seventeen years, been general manager of the Chattanoooga *News.* Prior to his eight years as secretary of the S. N. P. A. he was vice-president; and at the recent annual meeting of the association in Asheville, (N. C.) he declined to accept the presidency, as well as the reappointment as secretary-treasurer.

He was elected honorary secretary-treasurer *for life,* and presented with a watch and chain suitably inscribed, and a locket and silver pencil attached, the former containing a photograph of his children; also a magnificent chest of silver for *Mrs. Johnson* in compensation for the many hours her husband had given to the association.

All of the time Mr. Johnson has been steering the wheel of the S. N. P. A. he has been active in church, fraternal, and club circles. He is past commander of the Knights Templar, and a thirty-third degree Mason. His true self has been brought to light perhaps most vividly among those who are associated with him at the Chattanooga *News.* The employes look upon him as one of them. The reporters consider him one of their best news sources. He always has a tip for the advertising and the circulation men.

THE only time a reporter was ever known to get the best of Walter Johnson was one day when he was approached for a hunch for a story. Mr. Johnson didn't have an over-supply of suggestions, but nevertheless he remarked in a casual manner largely because of the extreme warm weather, "the best place I know to get a story would be to go down to the river and jump in."

The business manager was greatly surprised to see in the next day's issue of the *News* a two column story giving an interview with the bridge watchman on the number of people who had jumped in the river and committed suicide from the bridge during his thirty-five years' experience.

"Walter Johnson"

By ARTHUR G. NEWMYER

President, S. N. P. A. (Annual Report)
General Manager, New Orleans Item

I FAIL for words with which to adequately express the breadth and depth of my appreciation of Mr. Johnson's great service and sacrifice for the newspapers of the South.

"I have been affiliated with many organizations, commercial and fraternal, but never have I seen anyone give so freely and fully, so efficiently and energetically of himself for the good of others as has Walter Johnson.

"It is therefore with profound regret, and yet with a sense of fairness to his own private affairs, that I am forced to announce his determination to retire from the active duties of Manager and Secretary-Treasurer of the S. N. P. A."

◆ ◆ ◆

Guess Roger Is Right!

ROGER BABSON, the tabulator of the past, present and future of business, says: "The fact that women are against signboard advertising far outweighs any business argument for it."

Hello!

THE opportunity for telephone salesmanship in the realm of printing-journalism is as infinite as anything human can be. This is not the least true in the classified advertising departments. The big problem is to get the business with the least possible expense, and to handle it with lessening trouble. Young ladies "with voices that smile" have proved wonders in this work. One of them is Miss Ruth Kling, Des Moines (Ia.) **Register and Tribune,** in the offices of John L. Irvin, manager Classified department. Now, what about "O'Brien"? They just got to calling Miss Kling **that,** a few years ago, and it stuck. Here's her experience story for fellow **"NPJ"** readers. It is based on six years experience, following graduation from Ohio State University.

How O'Brien's Smile-Voice Wins Classified Ads

An Experience Story

By RUTH KLING

Supervisor of Telephone Sales
Des Moines (Ia.) Register and Tribune

RUTH ("O'BRIEN") KLING

THERE are certain old fashioned qualities which a successful telephone solicitor must have, and chief among these is *Charity*—Charity for the grouchy, dyspeptic man who has a three or four line ad and only wants to pay for two; charity for the fussy folks who ask endless questions and (after you have patiently explained in detail everything they have asked) say, "What did you say?"

Nowhere is there a better opportunity to study human nature than over the want-ad counter or 'phone. The work is never monotonous.

A FEW days ago a lady 'phoned in an ad for a hobby horse and insisted on having it classified under *"Livestock!"*

There is a prominent real estate man in Des Moines who begins every ad with this:

He who whispers down a well
About the goods he has to sell
Is not so apt to get the dollars
As he who climbs a tree and hollers.

What better argument is there for advertising than this little verse? Steady, *persistent* advertising will always bring results.

There is a pathetic side to the classified columns as well as a humorous one. Not long ago we carried this ad; "Baby carriage for sale, never been used."

"Pint of human blood for sale." Such an ad was carried in our personal column—there is no other column in the paper that furnishes more reader interest.

NEVER become impatient or angry. A few well chosen words may save the day and convince the customer that you or the paper are not as bad as he thought you were. When mistakes are made it is difficult to make the advertiser understand that it was not "done on purpose."

Another source of frequent grief is that of being blamed for the editorial policies of your paper.

Above all, *classified people must sell Service.* Serve your customers and readers and you'll be serving your paper. *Instill faith in the hearts of your customers; let them tell you their troubles*—perhaps the little old lady with an empty rooming house is disheartened. Give her the right encouragement and she will try again and she will rent the rooms.

FIRST of all, the solicitor must have faith in her newspaper—she must have an adequate number of selling arguments at her command to meet any opposition or resistance. Briefly, her success depends on her individual ability to sell—her personality—her persistence and enthusiasm.

Hurrah for the girl who doesn't know the meaning of the words "turned down."

The telephone solicitor's voice is one of the most important factors in her success. Many an irate customer has been turned into an enthusiastic booster by a telephone saleswoman with a friendly, controlled voice, showing willingness to serve.

A grocer in Des Moines created a new food product—a salad dressing. He wanted to introduce it on the market but could not afford a campaign of display advertising. One of the telephone saleswomen saw a good opportunity to help him and, at the same time, obtain a new account. She submitted a dozen ads, each with a snappy, attractive heading, and a personal appeal to the housewife. The results were immediate—and even greater than he anticipated.

Don't let your customer tell you how many days he wants his advertisement run. You tell him how many days he should run it.

There is no room for "ad-takers" in classified advertising departments.

* * *

"Raised Printing" Name Given To Imitation Engraving Process

RAISED PRINTING" is the term officially adopted by Engravographia at its recent national convention in Milwaukee to signify the process of imitating engraving by sprinkling printed cards with resin powder and baking them to give a raised effect. The organization disapproves the practice.

AN EDITOR'S CREED

By Rt. Rev. W. Blair Roberts
Suffragen Bishop of the Episcopal Church in South Dakota

I BELIEVE that every man is called of God to a certain work in the world.

I believe that He gives to each man special talents and special help to enable him to do a good job at the task to which He has called him.

I believe the call to be editor of a newspaper is a high and responsible calling.

I believe that I have two missions as an editor, to spread news from the world and to spread news from God.

I believe that I am doing only half the job if I give my subscribers only general news copy and local items.

I believe it is my job to fearlessly denounce things that are wrong, and as fearlessly to advocate things that are right.

I believe it is just as much my job to use my pen and paper to help raise the moral, social and political tone of the community.

And I believe that I am not doing my duty to God or to my community unless I do this.

Editor's Note — Bishop Roberts had reportorial experience in his college days on a number of newspapers and was also editor of the Tripod, semi-weekly student paper of Trinity College, Hartford, Conn., in his senior year. This editor's creed was written for South Dakota Rural Press after several visits with the bishop and considerable exchange of views concerning country newspaper problems in the state.

American Printer, *New York*: Every time a job cuts to waste take off a sheet, write the quantity on it and paste it in a book. Then tie up the scrap and put it on a shelf, and number it. Also number the slip you paste in the book. The foreman refers to this book, and when the scrap has been used he tears it out.—W. J. H.

???,000th Printing Order Anniversary a Booster

Or, Any Other Striking Number, Says Inventor of Unique Plan, Will Do

By Frank Williams

Perhaps the printer-journalist observes the birthday anniversary of his business, and perhaps he uses this birthday as a method of boosting his business.

There are far more important anniversaries than birthdays which many printers are not observing for business boosting purposes.

These more important anniversaries are *the turning out of the five-thousandth or ten thousandth job by the printer,* and such anniversaries should be played up by him strongly.

Let's look into this "mile-stone" proposition a little further.

Suppose that the printer-journalist is approaching his ten-thousandth job and suppose he wants to make a big thing of completing that job. How can he do so?

In the first place he can use advertising in the newspaper to state that he is fast approaching the particular "anniversary" job and he can in this advertising speculate as to when the job may be finished, and just who will be the person buying the ten-thousandth job from the plant. He can also state that it is his intention to have a picture taken of the purchaser of the ten thousandth job and to play up this individual's picture in his advertising. Also he can state that it is his intention to present the purchaser of the ten-thousandth job with a box of cigars, or something like that.

Such advertising surely would make the public talk about the printer. It could go on for a couple of weeks before the ten thousandth job came to the printer. He might tell about the many long weeks it took before he reached the *first* thousandth job, and might then give an approximate idea of the speed with which a thousand jobs now come to him.

Then, when the big job was finally purchased, the printer could get the purchaser's picture and could run this in an advertisement with some copy reading like this:

"SEE THE SMILE! JIM JONES GETS THE SMITHPRINT BOX OF CIGARS!

Mr. Jones, 411 North Main street, gave us our ten thousandth printing job yesterday. He came into the shop at about 11:30 o'clock yesterday afternoon and purchased 250 business cards for his new washing machine business he is starting up. It was our ten thousandth job and now were celebrating. We've given Mr. Jones a box of cigars with our compliments to mark the event, and we've specially decorated our office and are inviting all our friends to come around and look us over and smoke up from the cigars we've laid in, or try some of the fine candy.

"Ten thousand jobs of printing is a lot of printing, we'll tell the world. And its a lot of satisfaction, too, when all the ten thousand jobs come from us. We specialize on making all our customers satisfied and, judging from the congratulations we are now receiving, we have been splendidly successful in doing this."

With all this, too, there could be some advertising matter hung on the walls of the print shop's office.

This advertisement would be so entirely different from the usual run of printers' advertisements that it would be sure to make folks sit up and take notice.

Then, in addition, the printer-journalist could see to it that he got a considerable number of congratulatory letters from old-time customers who were thoroughly pleased with the work he had done for them. These could be played up in more newspaper advertising, and could be exhibited in the downtown show window of some friendly store and could then be framed and display showing changes in printing styles from the time when the printer first engaged in business.

◆ ◆ ◆

More Co-operation in Advertising

Sir Charles Higham, at the A. A. C. of W., 1924 gathering in London, Eng.: "I believe that the modern newspaper and periodical will remain the quickest and cheapest effective means of reaching the greatest number of people in the shortest space of time.

"Collective advertising is what I see for the future. Just as makers of some good food product set out to educate the public regarding its value, so some day motor-car manufacturers will tell of the advantages of riding in the open air rather than tell them to buy any particular make of car. The result will be that they will do more business at less cost, and be able to pay higher wages."

John A. Kuypers

How Circulation Progress and Job Work Run Side by Side

Leading Mid-Western Small-City Publisher's Experience With All Phases of the Problems

By John A. Kuypers
President, Wisconsin Press Association
Publisher, DePere (Wis.) Journal-Democrat

THE chief executive of the Wisconsin Press Association publishes a weekly in a charming little city of about 5,300 in the Fox River Valley of Wisconsin—a noted paper mill district and a manufacturing center. His circulation is above 3,700. Mr. Kuyper's reply to the "NPJ" questionnaire is especially detailed and valuable, and based on long, successful experience.

During the summer months there is a slight decrease in circulation; occasionally we find a farmer-reader who wishes to discontinue his paper for a few months "for lack of time". This loss is generally more than made up by students or teachers who leave the city for temporary employment and desire to keep in touch with home happenings, which can be secured in no better way than through the columns of the local weekly paper.

While subscribers can be secured at any season of the year, *we find the fall season,* with the approaching long winter nights, *is the most advantageous for getting subscribers.*

Up-to-date business methods are becoming more and more necessary in the conduct of a weekly paper, and less exception is taken to the application of business-like methods than there was a few years ago. If we find a delinquent subscriber fails to respond to our statements or returns the paper without paying, we take recourse to a personal letter and generally succeed in having the bill paid in full.

You ask, whether we find any connection between increased circulation and increased job work. Our answer is in the affirmative, but the extent of this increase depends entirely upon the occupation or business of the new subscribers. Where the new circulation extends among farmers and private citizens, the increase in job work is necessarily limited, but where it covers business people, the increase is correspondingly larger, varying at all times with the force with which you push the printing end of your establishment.

Nothing in our opinion will bring a more satisfactory influx of new readers and new job work customers, than prompt, satisfactory, up-to-the-minute service, and a square deal to all, aided by personal contact with your patrons, which can be established and maintained by attendance and participation in their community affairs and celebrations and supplemented by an occasional visit.

As to the methods necessary in working up circulation in the city and in the country, we find but little difference. *You have to "deliver the goods."* You have to publish a paper that appeals to the city subscriber as well as to the rural reader. The contents of the paper can be so written up and so arranged that both classes of readers find them of interest and will peruse one page as closely as another. Most farm articles and other items of special interest to the dairyman and stock breeder can be gotten up in such a style that they will prove of value and interest to the city dweller as well.

As to the collection of bills for job work and circulation, *the more prompt and regular the publisher is in sending out statements, the more satisfactory will be the returns. This is especially true with subscriptions,* and we have the most trouble with those readers whose subscriptions are long past due. While it may be difficult and arbitrary perhaps, to discontinue all subscriptions on the date they expire, we have come to the conclusion, after years of experience, that the more strictly we adhere to this rule, the better we will be off financially. It may mean the loss of a reader here and there, but if he really values the paper he will be prompt in renewing his subscription.

We question whether a weekly paper can adopt an iron-clad rule in this regard, unless the publisher has conducted a campaign of education along this line, but in the long run the subscriber who allows his subscription to run for years, will in the end "refuse" your paper and leave you with an unpaid bill on your books.

◆ ◆ ◆

Advertising Plates vs. Mats and Casting Boxes

The Live Hook, *Washington Press Association*—"We found that it cost about 66 per cent of the revenue to the publisher to place the plates in an advertising campaign. Suppose an advertiser decides on a campaign for $10,000. Of this at least $2,500 goes into plates, wrapping and postage. Had mats been used the 66 per cent would have been cut to at least 5, allowing the balance to fill advertising columns instead of electrotypers' cash registers. This cost has discouraged advertisers from entering the weekly field." The article gives no figures on cost, operation, etc., of casting boxes but winds up with a strong plea for their use in printer-journalists' shops.

Graphic Arts Exposition

EDUCATIONAL **INTERNATIONAL**

Exposition Building—Interior Views

Convention and Exposition Program

On the Reverse Side of This Page You Will Find a GUIDE MAP OF THE MILWAUKEE BUSINESS DISTRICT—Have This Sheet in Your Pocket When You Come to Milwaukee

MONDAY, AUGUST 18, 1924

10:30 a. m. to 12:30 p. m.

Reception—Registration.

Convention called to order by
WM. H. BADKE, *President Milwaukee Club of Printing House Craftsmen.*

Invocation

Address of Welcome by
HON. DANIEL W. HOAN, *Mayor of Milwaukee.*

Response to Address of Welcome by
PERRY R. LONG,
First President International Association of Printing House Craftsmen.

Formal Opening of Convention by
HARVEY H. WEBER, *President, International Association of Printing House Craftsmen.*

Appointment of Committees.

Report of Credentials Committee.

Roll Call of Delegates.

Resolutions and Amendments received and referred to proper Committees.

Open Forum.

1:30 p. m. Opening of Exposition.

Opening Address by
HON. JOHN J. BLAINE,
Governor of Wisconsin.

Exposition closes 10:00 p. m.

ENTERTAINMENT

6:30 p. m. Banquet and Ball

TUESDAY, AUGUST 19, 1924

9:00 a. m. to 12:00 m.

Roll Call.

Officers' Reports.

Address
"Organization Co-operation"
GEORGE K. HORN,
President United Typothetae of America.

Report of Committee on Resolutions and Amendments.

Address
"Relation of Technical Schools to Craftsmen"
DR. C. A. PROSSER, *of Dunwoody Institute.*

Further Resolutions and Amendments received and referred to proper Committees.

Address
"Laws Governing the Harmony of Colors"
JOHN F. EARHART,

Address
"The Influence of Printing"
HARRY HILLMAN,
Editor, The Inland Printer

Open Forum.

Exposition *1:00 p. m. to 10:00 p. m.*

2:00 p. m. Ladies visit Industrial plant.

8:30 p. m. Magnificient Fire Works Display at Baseball Park.

WEDNESDAY, AUGUST 20, 1924

Report of Committee on Officers' Reports.

Address
"The Duty of One Man to Another"
REV. A. C. FOX, S. J.
President Marquette University.

Reports of District Representatives.

Address
"Co-Operative Educational Effort"
JOHN CLYDE OSWALD,
Publisher, American Printer.

Report of Finance Committee.

Report of Committee on Resolutions and Amendments.

Address
"The Education of the Future Compositor"
JAMES W. LYNCH,
President Typographical Union.

Further Resolutions and Amendments received and referred to Proper Committees.

Exposition *1:00 p. m. to 10:00 p. m.*

ENTERTAINMENT

2:30 p. m. Ladies—Automobile trip through city.
8:15 p. m. Ladies—Theatre Party.
Gentlemen—Smoker.

THURSDAY, AUGUST 21, 1924

Report of Committee on Constitution and By-Laws.

Address
"Educating the Apprentice"
LEIGHTON HAWKINS,
Director of Educational United Typothetae of America.

Report of Committee on Resolutions and Amendments.

Address
"History of Printing"
JOHN M. NIVEN, *City Attorney of Milwaukee.*

Selection of next meeting place.

Election and Installation of Officers.

Adjournment.

Exposition *1:00 p. m. to 10:00 p. m.*

ENTERTAINMENT

Afternoon and Evening.
Trip to Waukesha Beach.

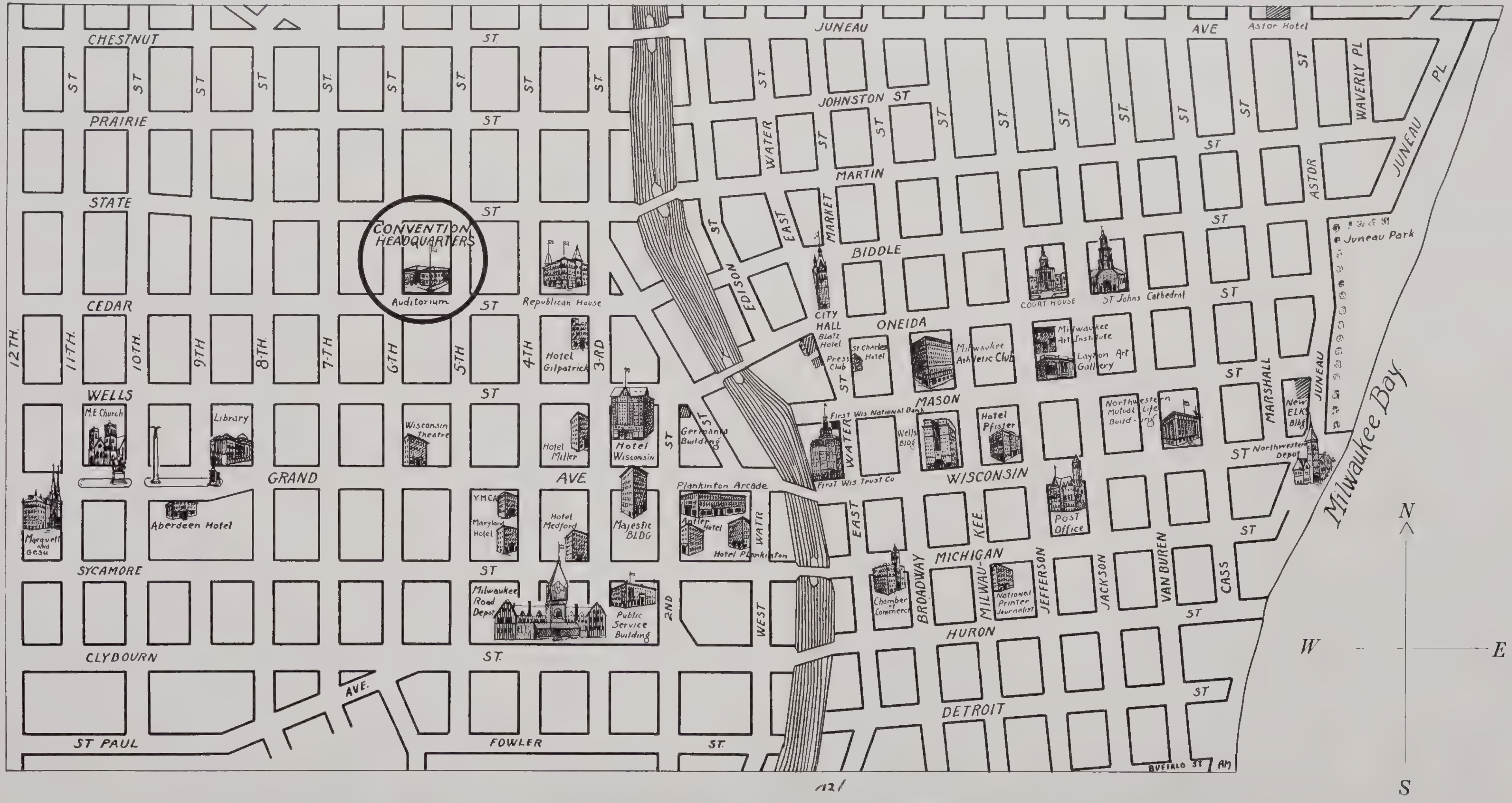
FRIDAY and SATURDAY

Exposition
10:00 a. m. to 10:00 p. m.

How to "Get Around" in Milwaukee, Aug. 18-23, 1924

Fifth Annual Convention, Third Graphic Arts Exposition
International Association of Printing House Craftsmen

Fifteenth Anniversary of the Beginning of the Craftsmen's Movement



The Central Business District of Milwaukee, Wis., (Pop. 500,000). The Milwaukee Municipal Auditorium, the Scene of the Meetings and the Exposition, Is Located in a Northwesterly Direction From Railroad Stations and Principal Hotels, and Is the Building Covering One Block, in the Circle at the Upper Left of the Map.

Compliments of NATIONAL PRINTER-JOURNALIST *Service Department*

On the Other Side of This Sheet Is the Convention Program—Keep This Handy

LEFT *to right*: George A. Just, *President of the Milwaukee Graphic Arts Exposition and Chairman Executive Committee;* George A. Faber, *Second Vice-President International Association of Printing House Craftsmen, Member Executive Committee;* Jacob G. Ruesch, *Chairman Finance Committee;* A. V. FitzGerald, *Chairman Publicity Committee;* Andrew F. Werner, *Director,* V. J. Schoenecker, *Director representing Milwaukee Association of Commerce;* Arthur Radke, *Chairman Convention Committee;* Edward Heimaker, *Treasurer Exposition and Milwaukee Club;* Paul H. Laabs, *Member Executive Committee;* Stuart Auer, *Director (Association of Commerce);* L. H. Hinkamp, *Director, and Secretary Milwaukee Club;* Henry Petran, *Director (Association of Commerce);* William H. Badke, *Chairman Reception Committee, President Milwaukee Club;* John Landgraf, *Chairman Entertainment Committee.*

Milwaukee and Exhibitors From All Nations Extend Hand of Welcome to Craftsmen

Board of Aldermen and Mayor Join in Remarkable Program for the 10,000 to 12,000 Visitors

By JOHN MEYER

THE thousands of visitors to the Milwaukee Graphic Arts Exposition and the convention of the International Association of Printing House Craftsmen, August 18-23, are sure of a royal welcome, a good time and an instructive, comprehensive exposition—truly international in scope.

The Milwaukee Common Council has unanimously passed a resolution endorsing the convention and exposition, and voting an appropriation to decorate the City Hall and the East Water Street plaza, in honor of the visiting Craftsmen and leaders of the printing and allied industries.

Both Mayor Hoan and President Cornelius Corcoran of the council are active in behalf of the Exposition.

"The city is proud to entertain this great convention and Exposition, which will bring to Milwaukee the leaders of one of the world's first and foremost industries," said the Mayor. "We are especially glad to welcome the convention as Milwaukee and Wisconsin are rapidly coming to the front in the graphic arts industries, and have some of the most modern plants in the country, as well as a number of the world's greatest users of printing products."

"The thousands of visitors to the Exposition and convention will not regret having chosen Milwaukee for the premier event of the year in the printing industry," said President Corcoran, who personally presented the resolution of endorsement. "All of our citizens are making it a point to see that the famous Milwaukee hospitality is extended to the Craftsmen."

Entertainment Program Includes Every Visitor

AN enticing, rapid-fire and brilliant program of entertainment has been prepared for the Exposition and convention by the committee consisting of Craftsmen John Landgraf, chairman, and including E. Grodemange, Frank Schmidt, Otto Monsler, Emil Loebel, Vincent Campbell and George Schwantes.

Only the "high spots" in this program are available for publication, the real details being held in confidence in order to serve the many surprise features included.

TICKETS READY

WRITE to Milwaukee Graphic Arts Exposition, Hotel Pfister, Milwaukee, Wis., for admission tickets for yourself, associates, friends, etc., stating the quantity you can use, on your business letterhead. They will be mailed free of charge.

There will be no admission without the official ticket, each one of which is good for the entire period of the Exposition. This method keeps out intruders and idlers, but assures prompt service to all those really interested.

Ask for certificates when you buy your railroad ticket to Milwaukee! Do not buy a return trip ticket!

Monday evening, Aug. 18, a fine banquet, followed by a dance, will be held in the beautiful Arcadia Ball Room at the Antlers' Hotel; Tuesday night's big sensation will be a fireworks display and band concert at the American Association Base Ball Park; Wednesday night, theater and stag party; and, Thursday, afternoon and evening, a real Land o' Lakes picnic, out-of-doors at the famous Waukesha Beach.

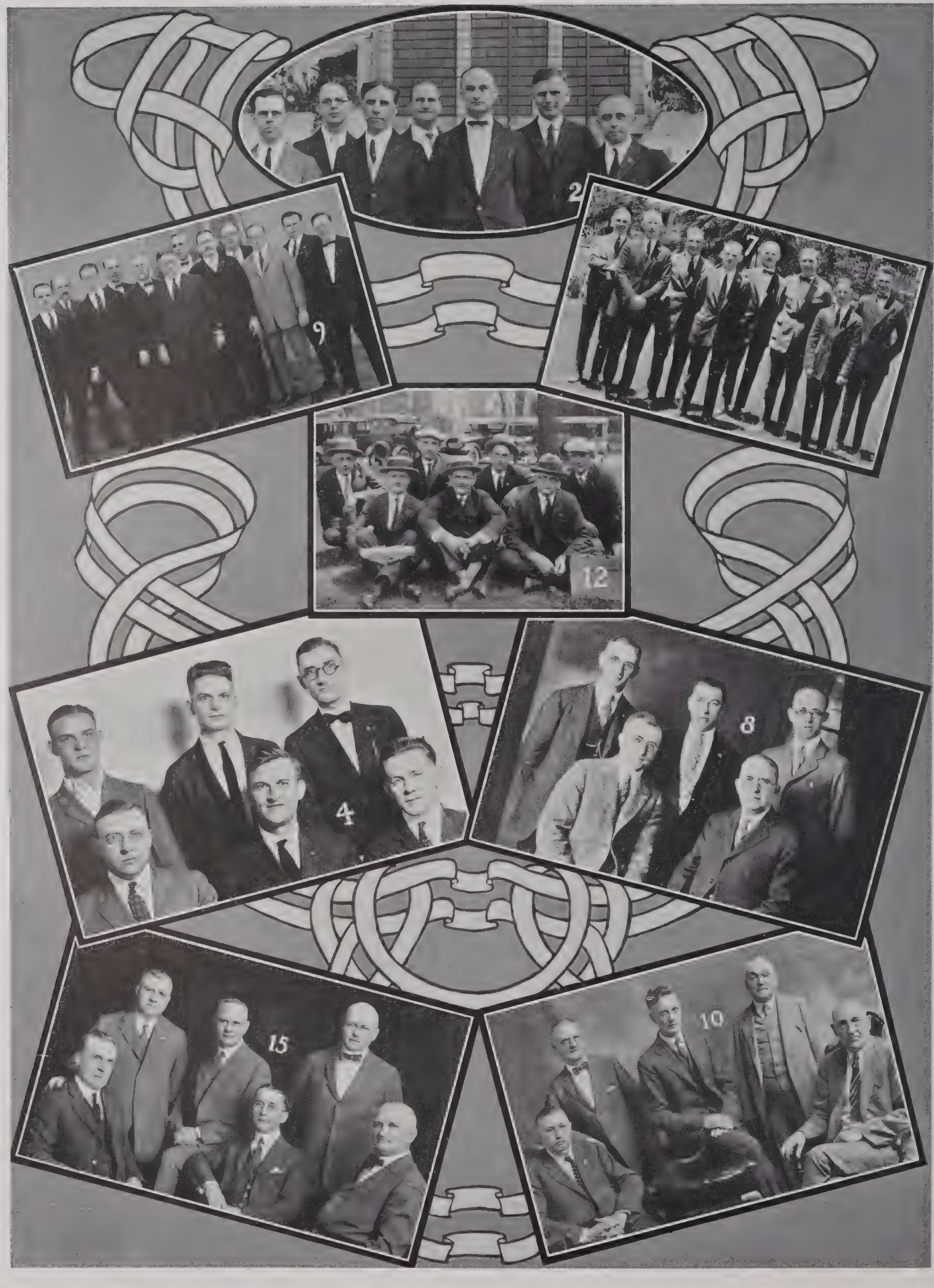
Value and Interest of Exposition to Break Records

GEORGE A. JUST, President of the Exposition, said: "We confidently expect that there will be not less than 10,000 visitors in Milwaukee during Exposition and convention, and it would not be surprising if the number reached 12,000. All Milwaukee hotels report heavy reservations, and plans are complete to see that everyone has comfortable quarters. Fare and a half transportation rates will prevail to Milwaukee and return from all points throughout the country, and delegates are urged to call for the certificates which will give them the half-fare home.

"We have received scores of encouraging and enthusiastic letters from Craftsmen Clubs and from individuals throughout the country, and we are especially encouraged by the splendid in-

(Continued on Page 38)
(SEE ALSO PAGES 30 to 33)

Chief Officials of Some of the Leading Clubs of Printing-



Index (By Numbers) on Page 32

House Craftsmen, Snapped for National Printer-Journalist

Index (By Numbers) on Page 32

Index

Craftsmen Officials' Photographs

(See Pages 30 and 31)

A NUMBER is shown with each group on the layouts. Below are given the names for those in each group, per the corresponding number. Other group pictures were received too late for this edition. *"NPJ"* takes this opportunity to express its thanks to those Clubs which cooperated in this feature.

1. TORONTO (ONT. CAN.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right, sitting: Charles R. Conquergood, International Representative, 7th District; L. W. Bourke, secretary; Alex Munro, president; James Hamilton, treasurer; W. Perry, vice-president; left to right, standing: (Board of Governors) George Parry, Warren E. Bell, George Marshall, Thomas Palmer, T. H. Saunders, Clif Lumbers.

2. DES MOINES (IA.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right: Walter Wallick, president; E. B. Boothe, publicity; J. Elton Carter, second Vice-president; B. J. Hill, first vice-president; James T. Monahan, financial secretary; Paul Dycus, sergeant-at-arms; Emery A. Odell, recording secretary; (William H. Greubel, treasurer, not included in picture because of illness.)

3. PITTSBURGH (PA.) CLUB OF PRINTING HOUSE CRAFTSMEN—Back row, left to right: R. G. Spencer, William F. Bremer, Ray Mumma, members, board of governors; front row, left to right: Carl A. Fronholzer, chairman, entertainment committee; Arthur C. Gr[illegible]ver, past president and chairman, board of governors; S. Ray McClelland, president; Fred C. Adams, secretary; Paul W. Claney, member, board of governors.

4. OMAHA (NEB.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right: R. E. Clement, recording secretary; Carl Kinney, sergeant-at-arms; L. B. Wells, financial secretary; A. M. Newell, first vice-president; L. R. Pinkerton, president; William T. Bredin, second vice-president.

5. WICHITA (KAN.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right, standing: J. R. Price, G. W. Lockhart, members, board of governors; W. K. Estill, vice-president; left to right, sitting: R. C. Cook, B. B. Schwerin, members, board of governors: John P. Kieffer, president; Carl D. Sheldon, secretary-treasurer.

6. CLEVELAND (O.) CLUB OF PRINTING HOUSE CRAFTSMEN—Top row, left to right: George C. Stock; John F. Elsasser, treasurer; Karl Byus, past president; John Berteler, Lower row: Edwin M. Kale, vice-president; Joseph W. Gram, president; Thomas Philip Lear, secretary.

7. LOS ANGELES (CAL.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right: Lee Farmer, director; Raymond Clapp, director; David Horwitz, director; Frank H. Rodell, director; Al. Siebke, corresponding secretary; Volney James, president; Earle Wood, vice-president; Gus Pierce, secretary-treasurer.

8. HARTFORD (CONN.) CLUB OF PRINTING HOUSE CRAFTSMEN—Upper row left to right: Frank B. Perry, secretary; Harold E. Wentworth, historian; Lyle L. Rescott, treasurer; lower row, left to right: George L. Lewis, president; Robert E. Pyne, vice-president.

9. NEW YORK (N. Y.) CLUB OF PRINTING HOUSE CRAFTSMEN—Upper row left to right: Joseph Herberger, treasurer; George Drach, Newark (N. J.) representative; Dan Blake, transportation and itinerary; Robert Erler, delegate; August Giegengack, vice-president; William Smith, delegate; lower row left to right; George Merkert, secretary; William Saunders, delegate; William A. Renkel, president; Harry F. Benson, publicity; Harry Praeg, past president; Robert Molloney, delegate.

10. CINCINNATI (O.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right: James E. Sullivan, treasurer; Albert Noelcke, secretary; J. H. Christina, president; Henry P. Hilbert and Theodore C. Dorl, members, board of governors.

11. PHILADELPHIA (PA.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right, sitting: John Harbison, vice-president; William Maginnis, president; standing: V. Winfield Challenger, financial secretary; Oscar L. Books, recording secretary; Howard C. Penrose, treasurer.

12. GRAND RAPIDS (MICH.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right, upper row: Enno Winters, Phil Chapel, William Sydloski, John Zielstra; lower row: H. W. Verseput, vice-president; Walter Oliver, president; Leonard J. Verseput, secretary-treasurer.

13. ST. LOUIS (MO.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right, upper row: P. P. Hausher, George Ortleb, J. B. Sippy, members, board of governors; lower row: August Hausher, secretary-treasurer; Ralph M. Doyle, president; L. F. Wipperman, vice-president.

14. PRINTING HOUSE CRAFTSMEN'S CLUB OF DAYTON (O.) AND VICINITY—Left to right, upper row: W. F. Langefeld, treasurer; O. G. Fricke, secretary; lower row: H. W. Lehr, president; G. E. Fitzpatrick, vice-president.

15. CHICAGO (ILL.) CLUB OF PRINTING HOUSE CRAFTSMEN—Left to right, top row: Herman A. Trippler, second vice-president; William Bentley, secretary; William S. Schmidt, president 1922 and 1923; Bottom row: Ernst C. Dittman, first vice-president; Albert Kirchner, treasurer; Axel J. Jensen, president 1924.

(TURN THE PAGE)

Latest Graphic Arts Exposition Exhibitors' Space Directory

Official Announcement, as of July 31, of Booths Alloted for the Showings Before Craftsmen

Alchemic Gold Co., Inc., 406 W. 31st St., New York	107
Allman-Christiansen Paper Co., 129 Michigan St., Milwaukee	141
A. O. K. Equipment Co., 549 W. Washington Blvd., Chicago	185
Badger Carton Co., 1026 Chestnut St., Milwaukee	
Barrett Cravens Co., 1328 Monroe St., W., Chicago	72
Russell E. Baum, Philadelphia	
Ben Franklin & Western Ptg., 222 East Ontario St., Chicago	32
E. W. Blatchford Co., 230 N. Clinton St., Chicago	145
The E. A. Bouer Co., 175 Haonver St., Milwaukee	144
B. H. Bunn Co., 7325 Vincennes Ave., Chicago	58
A. G. Burton's Son, Inc., 218 N. Jefferson St., Chicago	71
Cheshire & Greenfield Mfg. Co., 538 So. Dearborn St., Chicago	43
Claybourn Process Corporation, Milwaukee	Entire Stage
Coes, Loring Co., Coes Street, Worcester, Mass.	114
Cromwell Paper Co., 3625 Jasper Place, Chicago	53
Dill & Collins Co., 112 N. 12th St., Philadelphia	143
Dwight Bros. Paper Co., 275 Milwaukee St., Milwaukee	140
Electrical & Steel Sales Co., 376 E. Water St., Milwaukee	81
Fortified Mfg. Co., 14th and Agnes Ave., Kansas City	149
Fox River Paper Co., Appleton, Wis.	131
Friel & Friel, 711 South Dearborn St., Chicago	44
Gardiner Metal Co., 1356 West Lake St., Chicago	150
Gilbert Paper Co., Menasha, Wis.	142
Globe Type Foundry Co., 958 E. Harrison St., Chicago	168
Harlo R. Grant Co., 2322 W. Madison St., Chicago	93
Gugler Lithograph Co., 694 Broadway, Milwaukee	84-85-86-96-97-98
Hacker Mfg. Co., So. Honore St., Chicago	36-37
A. W. Hall & Co., 216 No. Clinton St., Chicago	67-78
Hamilton Mfg. Co., Two Rivers, Wis.	90-91-92-102-103-104
The Heinn Company, 348 Florida St., Milwaukee	123
C. B. Henschel Mfg. Co., 321 Mineral St., Milwaukee	39
Hill Curtis Co., N. Pitcher Street, Kalamazoo	51
Hoyt Metal Co., 940 West Huron St., Chicago	82
Indiana Chemical & Mfg. Co., Indianapolis	80
The Inland Printer Co., 632 Sherman St., Chicago	59
Kimberley-Clark Co., Appleton, Wis.	119
Lewis-Shepard Co., 568 E. First St., Boston	164
Marohn Chemical Co., Milwaukee	48
Metals Refining Co., Hammond, Ind.	45
The E. W. Meyer Co., 432 Third St., Milwaukee	33
Mid-States Gummed Paper Co., 2433 S. Robey St., Chicago	34
Milwaukee Journal, Milwaukee	76
Milwaukee Printers Roller Co., Milwaukee	38
Monarch Engineering & Mfg. Co., 1206 American Bldg., Baltimore	93-94
Multicolor Sales Co., 421 South Dearborn St., Chicago	66-78
The Munising Paper So., Munising, Michigan	122
Geo. T. McLauthlin Co., 120 Fulton St., Philadelphia	83
The W. F. Nackie Paper Co., 340 Jefferson St., Milwaukee	138
National Bundle Tyer Co., Blissfield, Mich.	160
National Printer-Journalist, 129-135 Michigan St., Milwaukee	40
Neenah Paper Co., Neenah, Wisconsin	135
C. R. & W. A. Nelson, 225 No. Michigan Ave., Chicago	42
Northwestern Furniture Co., 271 W. Water St., Milwaukee	134
Ohio Knife Co., 21 Gold Street, Cincinnati	151
Oswald Publishing Co., 243 West 39th St., New York	47
J. W. Pitt, Inc., 3 Exchange St., Bath, N. Y.	114
Poor Richard Corp., 6039 So. State St., Chicago	147
Premier Registering Table, Boston	46
The Printing Machinery Co., 426 Commercial St., Cincinnati	65
Production Meter Service Co., 646 E. 47th St., Chicago	54
J. A. Richards Co., 907 N. Pitcher St., Kalamazoo	41
Dr. A. A. Rock, 3508 Grand Ave., Milwaukee	25
H. D. Roosen Co., 16 West 43rd St., New York	121
Jacob J. Ruesch Machine Co., 485 Broadway, Milwaukee	95
Phillip Ruxton, 161 W. Harrison St., Chicago	48
Sinclair & Valentine, 718 So. Clark St., Chicago	165
Sleight Metallic Ink Co., 712 Federal St., Chicago	185
Joseph E. Smyth Co., 638 Federal Street, Chicago	55
Standard Linaform Co., 271 Franklin St., Boston	46
Standard Paper Company, 264 Milwaukee St., Milwaukee	137
F. Wesel Mfg. Co., 72-80 Cranberry St., Brooklyn	87-88-89-99-100-101
Vandercook & Sons	
Western States Envelope Co., 255 So. Water St., Milwaukee	52
West Mfg. Co., 92 2nd Street, Milwaukee	57

The Craftsmen

By HARRY HILLMAN

Editor, the Inland Printer, Chicago

NATIONAL PRINTER-JOURNALIST is grateful to Mr. Hillman, editor of that pioneer and fine journal of the printing industry, THE INLAND PRINTER, Chicago, for complying with its request to prepare an editorial anent the international gathering of Printing House Craftsmen held in our home city, Milwaukee, this month.

◆ ◆ ◆

NOT since the days when those worthy pioneers started their campaign to teach printers proper methods for determining costs of production has there been a movement of greater importance to the industry than the craftsmen's movement. This statement is made with all due respect for and appreciation of the splendid constructive educational work that has been or is being done by other agencies in the field. The industry has moved forward at a remarkable pace, and mere words can not picture the progress that has been made.

THE inauguration of the craftsmen's movement brought a new era into the printing industry. Pause and think what a tremendous dynamic force is concentrated in this association of men who are responsible for the technical phase of this great industry of printing; men who have gathered together under the motto *"Share Your Knowledge,"* who are taking that motto seriously and living up to it in the fullest sense of the word. This is the type of men who will gather at Milwaukee from August 18 to 23 to attend the annual convention of the International Association of Printing House Craftsmen. This is the type of men who are responsible for the Graphic Arts Exposition to be held in conjunction with the convention in furtherance of the ideals expressed in their motto.

The value to the industry of this combined convention and exposition can hardly be estimated; it is too far reaching. The benefits of an event of this nature extend far beyond those who find it possible to be present. The reports of the proceedings will be spread broadcast and will be eagerly sought by many who are unable to journey to Milwaukee; and it must not be forgotten that the eyes of the entire printing world, both at home and abroad, are being focused on Milwaukee at this time.

HARRY HILLMAN

ALL honor and glory to the men who have the courage and sufficient pride in their industry to attempt and carry through an undertaking of such vast proportions!

Lithographic Offset Press in Full Operation at Exposition

Announcement as Milwaukee Event Nears, by Gugler Co., Reveals Another Big Feature for the Craftsmen

ONE of the many interesting news stories developing as the Milwaukee Graphic Arts Exposition nears the opening, is that the Gugler Lithographic Company has taken six spaces and will exhibit a complete lithographic offset press in actual operation.

In connection with the exhibit, President O. B. Gugler, of the company, made the following announcement:

"The success of the exposition is not alone a local problem, it is a national matter.

"Milwaukee is a great central reservoir for trade promotion by means of the Graphic Arts; in fact, for the graphic arts in all its branches, supplying users of advertising service, trade literature and art printing in all parts of the Union.

"The board of directors of The Gugler Lithographic Company, felt that they must not ignore its opportunity to enhance the advancement in the Graphic Arts field. We will exhibit a *lithographic press in operation* with competent attendance and suitable exposition of production to demonstrate the tremendous advance in the printing industry in Milwaukee in the past fifteen years.

"The mechanical unit that we intend to install is a lithographic Harris S-7-L offset Press."

Noted Convention Expert Joins Graphic Arts Staff

FRANK CLEVELAND, for a number of years convention secretary of the Milwaukee (Wis.) Association of Commerce, and known as a convention and exposition expert over the Country, joined the Milwaukee Graphic Arts Exposition staff during the past week, to help carry the peak load of the closing days of preparation for the big event.

Editor Fegert Enthusiastic For Milwaukee Exposition

A. G. FEGERT, editor of *Ben Franklin & Western Printing*, Chicago, frequent visitor at Exposition headquarters, has been variously drafted to assist in this or that activity of the management. Mr. Fegert expressed assurance that the Exposition would prove of far greater inspiration and value to the thousands who are coming to Milwaukee, than most of them enthusiastically anticipate.

(CONTINUED ON PAGE 38)

At the Left Is a View of the Business Office, With Mr. A. W. Lee's Picture Over the Doorway; Center: Classic Front of the Courier, With Strong Egyptian Flavor in Design; Right: The Editorial Rooms; Every Room Has Outside Light and Lots of It

Makes Big-Time Advertisers From *Steady* Little Ones

Foundation for an $180,000 Newspaper Building in a 25,000 Town

By Norman Radder

Associated Professor of Journalism
Indiana University

Encouragement of the *small* advertiser! That's the experience story behind the fact that a daily paper in a city of 25,000 has put up a new building, which not including the lot and the mechanical equipment, costs $180,000. The Ottumwa (Ia.) *Daily Courier* is the paper.

The *Courier's* minimum rate is 45 cents. This rate is granted to two classes of advertisers:

a.—The advertiser who will contract for a minimum of 3,000 inches a year.

b.—The advertiser who will guarantee to run an ad of at least an inch three times a week.

The latter proposition was devised especially for the purpose of attracting small advertisers. It has done this to a remarkable extent, according to John Huston, business manager.

"The small advertiser saved the day when the business slump came about two years ago," declared Mr. Huston. "While large advertisers cut their space and some dropped altogether, *the small advertisers*—some of whom we had nursed along from the want ad stage—*kept right up with their schedules.*"

Ottumwa, like other cities with an industrial population, has many small stores and shops. The slogan of the *Courier* is, "Get them all in the *Courier*." Solicitors patiently and tactfully explain the advantage of advertising to the small storekeeper. Often the whole family is gathered around to hear the talk on advertising and what it will do for "papa's business." *The* argument is that by running a small ad regularly, the dealer will get a rate as low as that of the largest department store in Ottumwa.

Years ago a merchant by the name of Redman ran a small clothing store. He was induced to advertise. He started with want ads, then took advantage of the minimum display rate, and took more space as business grew. Today he has a large department store, and his account amounts to $400 and sometimes $500 a month. That's one of many experiences.

The *Courier* uses some special page ideas. An auto page is run every Saturday. In the center is run a list of the new cars bought by Wapello county people in the last week. A builder's page is run every spring and summer. The Meyer-Both service is used.

The open local rate is 60 cents. Preferred positions are not sold, although some advertisers get on certain pages by virtue of having been with the *Courier* for thirty years.

◆

"Every Subscriber,
In Town or Out,
Makes a Customer
For Ottumwa"

THE COURIER

Solicitors for the *Courier* write the copy for any advertiser who wants help. "What have you got that isn't moving?" is their question.

Another reason for the success of the *Courier* is the fact that *the management insists on constant working on circulation.* It keeps three men with cars out in the country all the time. The men get no salary, but receive a 50 per cent commission and pay their own expenses. Two collectors and one solicitor are employed in the city and the carrier boys are paid extra for new subscribers. *The* idea behind all this is that every time a *Courier* is sold, in *or out-of-town,* a potential customer is made for an Ottumwa retailer. The paper's circulation of 13,287 (directory) is distributed over 75 miles. More than 6,000 copies are sold in Ottumwa, although there are only 5,000 homes in the city.

As long as 25 years ago, the *Courier* had a rigid system of collections. The *Courier* was a pioneer in clean circulation methods. It began as a weekly in 1848. It was called the *Des Moines Courier* because the city is on the Des Moines river. It was the second newspaper established in the Louisiana Purchase Territory west of the Mississippi. When the *Courier* and the city of Ottumwa celebrated their diamond jubilee in August 1923, a special edition of 216 pages, all of which was printed on its own presses, was issued.

The *Courier* has changed ownership five times in the 75 years. In 1890 it was taken over by A. W. Lee and subsequently the paper became the mother paper of the Lee Syndicate, which now includes in addition the Davenport (Ia.) *Times,* the Muscatine (Ia.) *Journal,* the La Crosse (Wis.) *Tribune,* the Hannibal (Mo.) *Courier-Post,* and the Madison (Wis.) *State Journal.*

When Mr. Lee took over the *Courier* he established a stock company in which the editor and business manager of the paper gained a part interest. Mr. Lee died in 1907 and his widow is now the

> *"The Small Advertisers Saved the Day in Business Slump"*
>
> —*HUSTON*
> *Business Manager*

majority owner in each of the six companies controlling the six papers.

J. F. Powell, who has been with the *Courier* many years, is publisher, and W. H. Powell, his brother, is editor. No attempt is made to compel all Lee papers to follow a common policy. The papers act as a unit only in the purchase of paper, ink, and equipment and they have a common representative in the foreign advertising field.

The *Courier's* new home is strikingly handsome, being modeled after the ancient temples of Egypt. The building is 170 feet long, 65 feet wide, and 43 feet high. The low, three-story effect together with the high white pillars and terra cotta work in colors, further accentuates the temple-like lines of the structure. It is on Second Street which with Main street are the two chief business streets of the city. To the right is the new Wapello Club and further on is the handsome new Y. M. C. A. The three together are valued at well over a million dollars. To the left is the Chamber of Commerce building.

The building is flooded with daylight. The top of the counter in the business office is of marble and the floor of the lobby is tile. The woodwork throughout the building is a 5-ply oak veneer finished in a beautiful silver grey.

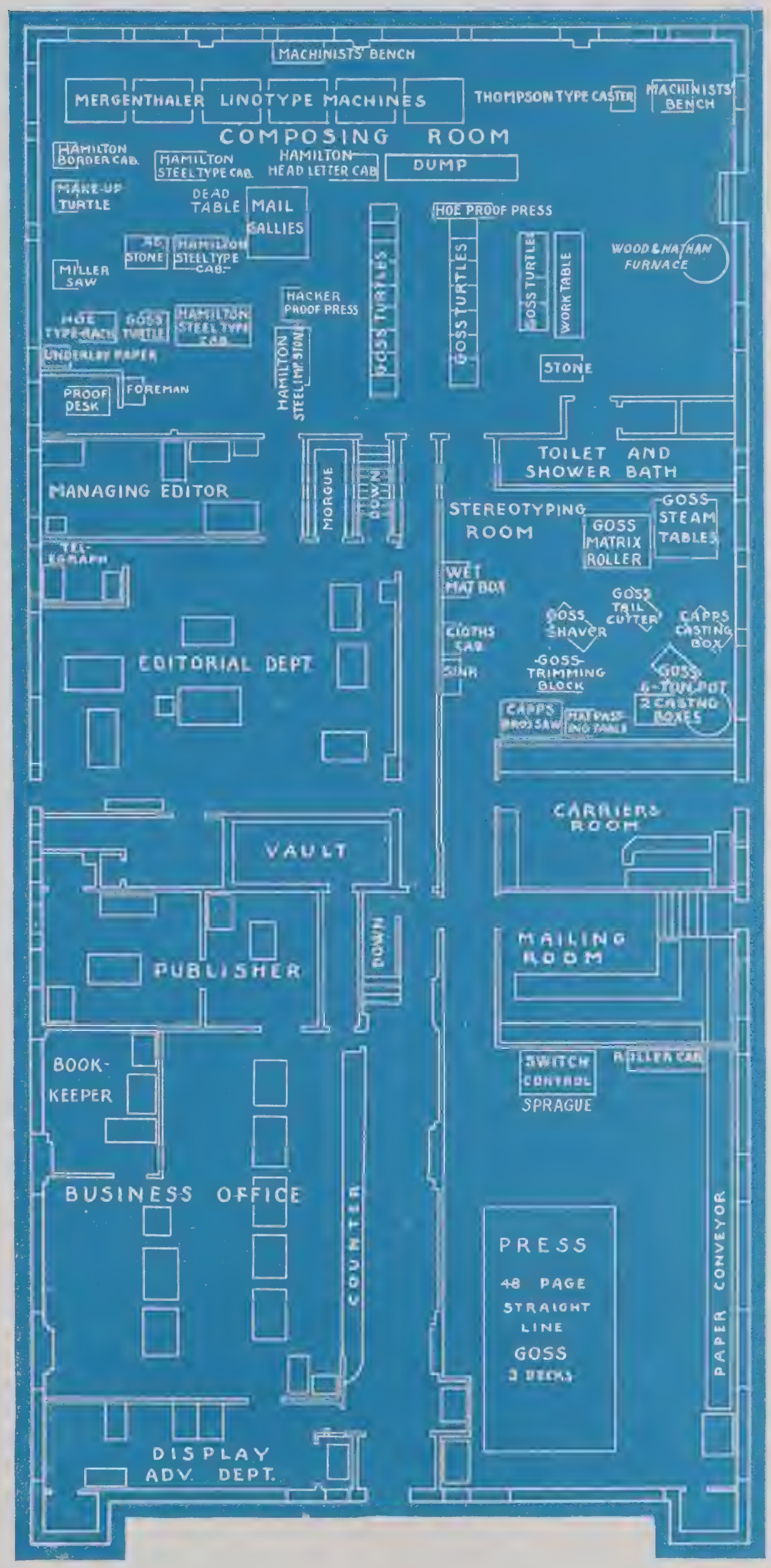
As you enter the front door, at your right is the new Goss Sextuple press, capable of 12 pages at 48,000 an hour. At the left is the advertising and circulation department. A hallway runs the entire length of the building.

The pressroom is separated from the business room by a plate glass partition. In fact, the press is surrounded by plate glass on three sides and the mechanic for the Goss company who set it up reported to the manufacturers that "this was the only Goss press in the world set off in a showcase."

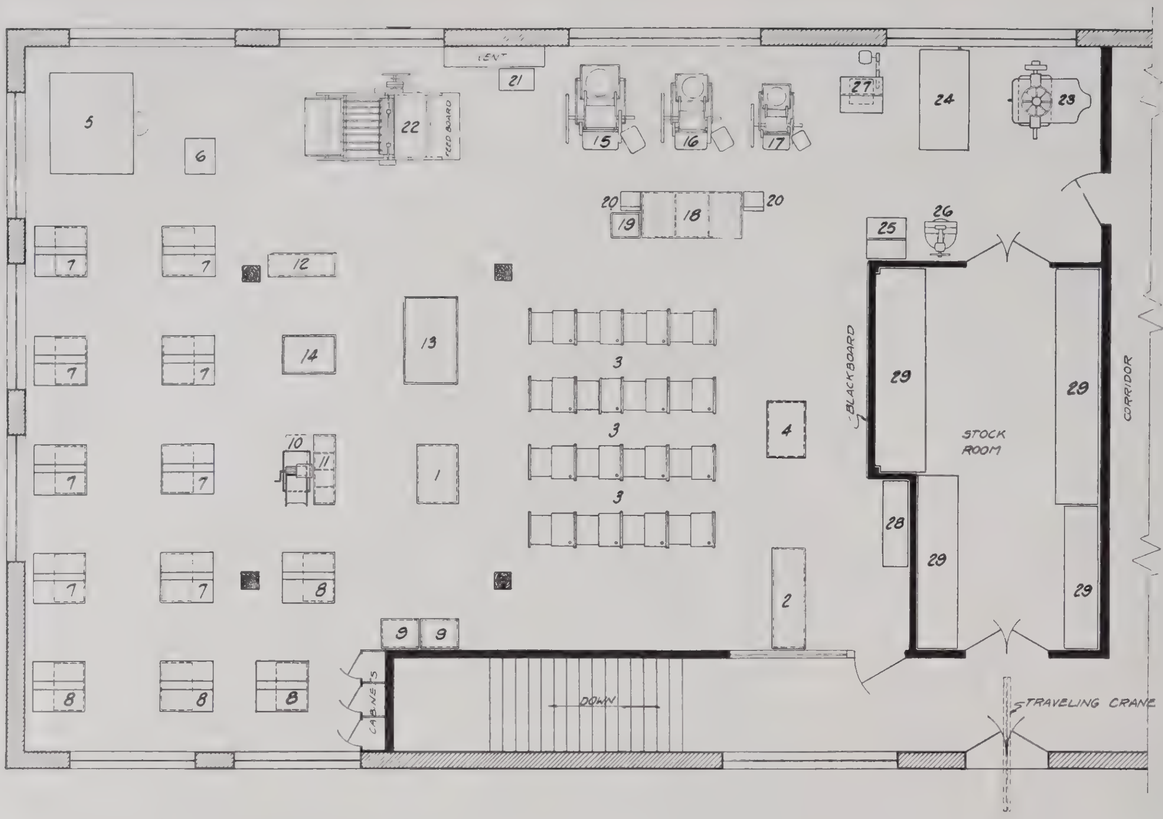
All the departments are carefully grouped to avoid lost motion. Advertising and news copy goes in continuous progress down the left side of the building, to the rear center, and up the right side. Everything is on one floor. The editorial department follows after the business department at the center of the west side of the building. Between the editorial and business room is the private office of James F. Powell, and between the editorial and composing room that of W. H. Powell.

The composing room occupies the entire rear third of the building. It is filled with light from 17 windows, 12 feet high and 6 feet wide. The six

(TURN THE PAGE)



Straight-Line Production
Used in Ottumwa (Ia.) Courier Plant
With One Minor Exception, to Let Public See Press Runs



SOUTH BEND, (IND.) PUBLIC VOCATIONAL SCHOOL

Layout Prepared by Engineering Dept., American Type Founders Co.

CUT BY COURTESY OF THE PRINTING INSTRUCTOR, U. T. A.

KEY TO LAYOUT

1. Instructor's desk.
2. Counter paper samples and job tickets below
3. Pupils' desks
4. Instructor's table
5. Linotype
6. Linotype cabinet
7. Tracy single-tier type cabinets with turned tops
8. Tracy single-tier type cabinets with turned tops
9. Flat-top type cabinets, two-thirds size
10. Number 0 Poco proof press
11. Four-tier galley cabinet
12. Tool cabinet
13. Large imposing table
14. Small imposing table
15. Platen press, 12x18, Horton pulley drive
16. Platen press, 10x15 friction drive
17. Platen press, 8x12, belt drive
18. American cut-cost drying rack and stock table
19. Ink and roller cabinet
20. Rag bins
21. Ink cabinet
22. Lee two-revolution cylinder press
23. Diamond power paper cutter
24. Paper cutter table
25. Perforator
26. Stitcher
27. Portland punch
28. Specimen cabinet
29. Stock shelves

FEATURES of the printing trade school maintained by the Board of Education of South Bend, Ind., include a fine building of artistic design, in rough pressed brick and concrete trimmed with Bedford stone. It is two stories, centrally located, and has ample grounds surrounding it. The ground floor contains executive office, stockroom (tools and hardware sold to students at cost), and other departments of the vocational school. The printing department occupies a large share of the second floor. The floor plan of this school has been praised by many visitors at the plant, and *"NPJ"* promptly grasped the opportunity to show it to our readers, most of whom are continuous students of plant efficiency.

◆

OTTUMWA (IA.) COURIER'S NOVEL "EXPERIENCE" STORY

(Continued From Page 33)

Linotypes are placed squarely in front of the windows at the end of the room. There are three Model 1 machines, one 19, one 4, and one 14. In addition the *Courier* has a Thompson Typecaster. Metal equipment is used throughout. The *Courier* does no job work.

The stereotyping room adjoins the composing room on the east side of the building. The equipment is Goss throughout. All was bought new when the paper moved in. The press room is not adjoining to the composing room, but is three rooms beyond, in order that the press may be in full view of the public. The two intervening rooms are for carrier boys and for the mailing department. A belt carries the papers from the press to the two rooms, where they arrive in piles of fifty.

The plant is built on a lot 195 feet long and 85 feet wide. There is room on each side for a driveway and room at the rear for a garage. Trucks delivering print paper drive to the rear where the paper is unloaded on a hydraulic elevator and then the truck proceeds around the other side of the building without turning around in the street.

There is a mezzanine floor over the middle of the building. This space is divided into an auditorium for public meetings and a room for meetings of the directors of the *Courier* company.

The auditorium is in use every evening in the fall and winter; sometimes two meetings are in progress and the directors' room is used for one.

THE *Courier* makes local news of supreme importance and state and national news second. Five reporters cover the city news and more than 100 correspondents are employed in the circulation area. Most of the correspondents are paid. Staff men are sent out on the big stories. At one time the *Courier* thought of dropping the country correspondence out of the city edition, but *a questionnaire brought out the fact that 75 per cent of all readers including those in Ottumwa are interested in correspondence from the small towns.*

The editorial staff working with the mangaging editor, consists of a telegraph editor who is also in charge of make-up, a city editor, and five reporters. Mr. Powell emphasizes the fact that they are reporters and not society editors or sports editors.

Old Council Tree Bond

PAPER is only the background, the ground work. Upon it you place your letterhead and then build your message.

To use a paper not suited to the character of your institution is comparable to building a fine looking house on a weak foundation. In the end it proves more costly.

OLD COUNCIL TREE BOND is worth the message of the greatest, yet it is not beyond reach of anyone.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

Albany, N. Y.	Potter-Taylor Paper Corporation
Appleton, Wis.	Woelz Brothers
Bridgeort, Conn.	Lasher & Gleason, Inc.
Buffalo, N. Y.	Holland Paper Company
Chicago, Ill.	Chicago Paper Company
Cincinnati, Ohio	The Chatfield & Woods Co.
Cleveland, Ohio	The Union Paper & Twine Co.
Des Moines, Iowa	Carpenter Paper Co. of Iowa
Duluth, Minn.	Peyton Paper Co.
Indianapolis, Ind.	Century Paper Co.
Ithaca, N. Y.	T. G. Miller & Sons Paper Co.
Lansing, Mich.	Dudley Paper Company
Louisville, Ky.	Miller Paper Co.
Milwaukee, Wis.	The E. A. Bouer Co.
Newark, N. J.	H. P. Andrews Paper Co.
Newark, N. J.	J. E. Linde Paper Co.
New York City	H. P. Andrews Paper Co.
New York City	J. E. Linde Paper Co.
Philadelphia, Pa.	Molten Paper Co.
Pittsburgh, Pa.	Potter-Brown Paper Co.
Portland, Ore.	Blake, McFall Company
Richmond, Va.	Epes-Fitzgerald Paper Co.
St. Louis, Mo.	Acme Paper Company
Seattle, Wash.	American Paper Company
Springfield, Mo.	Springfield Paper Co.
Tacoma, Wash.	Tacoma Paper & Stationery Co.
Toledo, Ohio	Commerce Paper Company
New York City, *Export*,	American Paper Exports, Inc.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
Old Council Tree Bond
Success Bond
Chieftain Bond
Neenah Bond

Check the ✓ Names

Wisdom Bond
Glacier Bond
Stonewall Linen Ledger
Resolute Ledger
Prestige Ledger

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 1873 QUALITY

High Spots in Big Meeting

Surprises in Store for Visitors From All Parts of World

(CONTINUED FROM PAGE 29)

terests which has been aroused in foreign countries as evidenced by the reservations made for Exposition space.

"The Exposition will be representative from every stand point, and will be a revelation."

"No Craftsman who can possibly attend these two premier events of the year in the printing and allied industries can afford to remain away, and no firm which wants to keep up with the times can afford not to be represented."

Wm. H. Badke, president of the Milwaukee Club of Printing House Craftsmen, said: "The Milwaukee Club hopes to make the Exposition and convention one that will be long remembered by all of those who attend. Elaborate plans have been made for an instructive convention program and for entertainment that will hold something good for all. The Milwaukee Club has been aided in an enthusiastic manner by many prominent citizens and public officials."

"We will have some surprises in the way of exhibition features," said A. V. FitzGerald, chairman of the publicity committee, who also has charge of the Hall of Ancient and Modern Printing.

"Craftsmen will be especially interested in the exhibits which have come over from Europe, and which show many things new to many in this country. We feel that nothing humanly possible has been left undone to help to make the Exposition and convention a big success."

Drawings of Early Master Printers to Be Exhibited

Through the co-operation of the *Inland Printer,* Chicago, a score or more of drawings of early master printers will be shown as a part of the exhibit in the Hall of Ancient and Modern Printing, at the Milwaukee Exposition, it is announced by A. V. FitzGerald, chairman of this showing.

A. F. Lewis, chairman of the Chicago Craftsmen Club's "Milwaukee Booster Committee," who guaranteed that Chicago alone will send up enough people to the Milwaukee Graphic Arts Exposition to insure the lowest railroad rates to all those coming to Milwaukee from anywhere, was a frequent and active visitor at Headquarters during the final closing days of preparation. He frequently sounded warnings to prospective visitors to ask for certificates but *not* to buy *return-trip* tickets, which would jeopardize the Craftsmen's rate, which is lower. Mr. Lewis is a veritable "dynamo for work" and has been of great help to the management in many ways.

JOHN CLYDE OSWALD
Editor, American Printer
ON CONVENTION PROGRAM

◆ ◆ ◆

An Educational Exhibition

By JOHN W. FIELDING
Editor, the Printing Craftsman

The Milwaukee Graphic Arts Exposition refreshens the minds of all Craftsmen and Printers who attended similar expositions held at Chicago and Boston, as to the industrial and personal value attached to such gatherings.

The Milwaukee exposition has two precedents to go by, and it goes without saying that the Milwaukee Craftsmen have profited by these former expositions and have made this one the largest and best ever held since the inception of these expositions by the International Association of Printing House Craftsmen.

The Milwaukee Club of Printing House Craftsmen is to be congratulated upon the excellent and extensive exposition which they have arranged for the Craftsmen and Printers of this country. They have rendered, through their efforts, to the printing industry, a service for which they are deserving of the appreciation of all who have at heart the welfare of the Graphic Arts in not only this but foreign countries as well.

The motto "Share your Knowledge" is no better exemplified than by the Milwaukee Graphic Arts Exposition.

Two Old-Time Presses Added to "Hall" Exhibits

Word has just been received of another feature for the Milwaukee Graphic Arts Exposition in the form of a *Ramage Press,* one of the oldest in America. This will be shown —in operation, it is planned—in the Hall of Ancient and Modern Printing. It comes to the Expo through the co-operation of Mr. Olstrom, Chicago manager of George H. Morrill Co., Norwood, Mass.

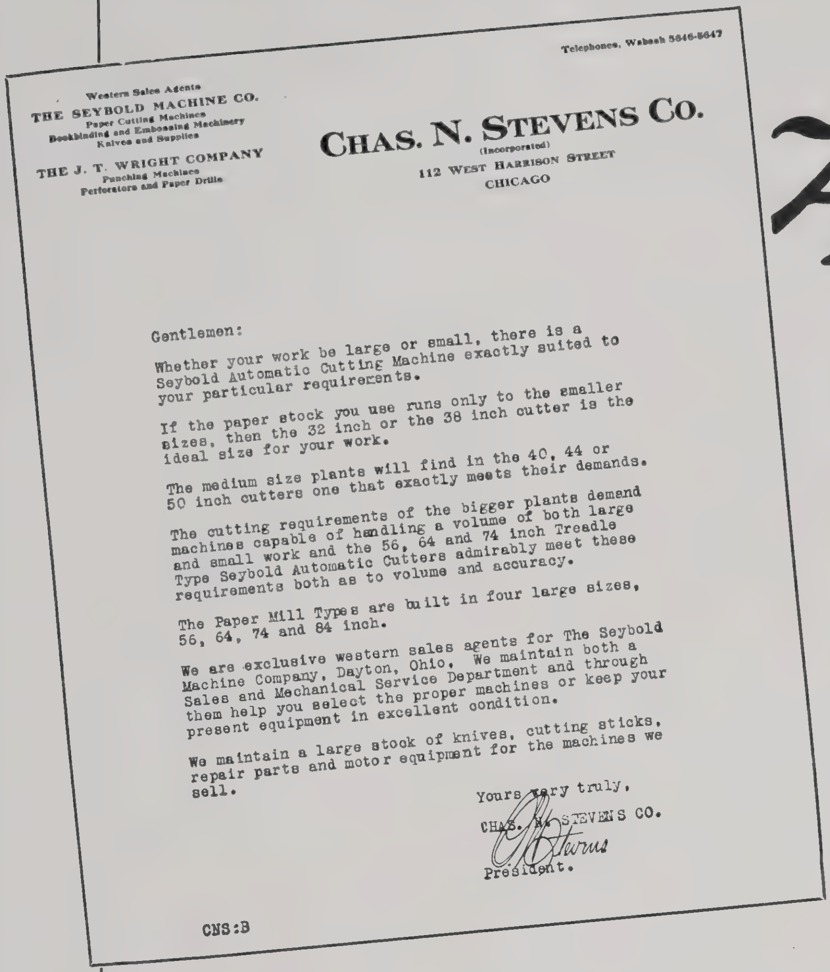
Through the courtesy of Clinton Hicks, Chicago manager of the American Type Founders Co., an old press from the early days to the Nineteenth Century will also be shown in the Hall.

Many other curios and historic showings will be offered in the Hall.

Great German House Ships Exhibits to Milwaukee

F. Bruckman, Inc., the well known printers of Munich, Germany, have shipped a complete display to the Milwaukee Graphic Arts Exposition. The list of pieces includes many of their most famous productions in half-tone, three and four-color process work, phototype and rotogravure, and subjects including old masters such as Tizian, Leonardo de Vinci and Rembrandt.

Here is J. G. Youngquist, president of the newly-formed Minneapolis (Minn.) Club of Printing House Craftsmen. The snap shot was taken just after the successful organization of the Minneapolis Club, which is the reason the President is smiling broadly; for, the Minneapolis Club with an initial charter list in the history of the Craftsmembership of 82 showed the largest men's movement.



Telephones, Wabash 5646-5647

Western Sales Agents
THE SEYBOLD MACHINE CO.
Paper Cutting Machines
Bookbinding and Embossing Machinery
Knives and Supplies

THE J. T. WRIGHT COMPANY
Punching Machines
Perforators and Paper Drills

CHAS. N. STEVENS CO.
(Incorporated)
112 WEST HARRISON STREET
CHICAGO

Gentlemen:

Whether your work be large or small, there is a Seybold Automatic Cutting Machine exactly suited to your particular requirements.

If the paper stock you use runs only to the smaller sizes, then the 32 inch or the 38 inch cutter is the ideal size for your work.

The medium size plants will find in the 40, 44 or 50 inch cutters one that exactly meets their demands.

The cutting requirements of the bigger plants demand machines capable of handling a volume of both large and small work and the 56, 64 and 74 inch Treadle Type Seybold Automatic Cutters admirably meet these requirements both as to volume and accuracy.

The Paper Mill Types are built in four large sizes, 56, 64, 74 and 84 inch.

We are exclusive western sales agents for The Seybold Machine Company, Dayton, Ohio. We maintain both a Sales and Mechanical Service Department and through them help you select the proper machines or keep your present equipment in excellent condition.

We maintain a large stock of knives, cutting sticks, repair parts and motor equipment for the machines we sell.

Yours very truly,
CHAS. N. STEVENS CO.
C N Stevens
President.

CNS:B

A Seybold for Every Plant!

Seybold 32 in. and 38 in. Automatic Cutters

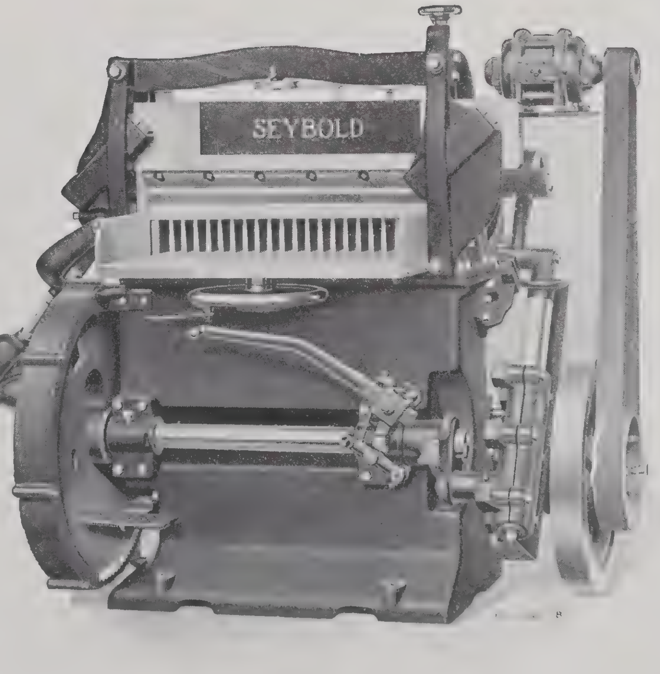
Designed to satisfy completely the requirements of plants having little or much cutting within capacity. These machines perform automatically by power the clamping and cutting of piles of paper or any other material that can be cut with a bevel knife.

Speed: 40 knife strokes a minute.

Construction: Frame cast in one piece — does not require level floor. Automatic Clamp eliminates manual labor. Foot Treadle, Three Section Back Gauge, Overhead Indicator, Shear Stroke Knife Action, Seybold Friction Clutch, Friction Brake. Safety Lock offers protection to operator.

Send for circular 2020

CHAS. N. STEVENS CO.
Western Sales Agents
112 WEST HARRISON STREET
CHICAGO



"The Other Side" Better for Newspaper in Politics?

Veteran Iowa Printer-Journalist Indicates Usefulness of Democratic Paper in Republican County

By R. G. Weisell

Corning (Ia.) Adams County Free Press

The *Corning (Ia.) Adams County Free Press* has grown from a poorly-paid list of 800 to over 2,500 sworn paid circulation in a comparatively short time, and the job business has grown most satisfactorily, and our weekly is *operated as a Democratic newspaper in a decidedly Republican community*—a county with 10,500 population. You are correct in this, and I am glad to endeavor to answer your questions as to my experiences under the unusual, though not altogether rare conditions, if it will be interesting and helpful to my fellow publishers over the country who read *"NPJ."*

I have always gone on the theory that a newspaper which has no enemies, like an individual, has no friends—like the second curl in a pig's tail, it is of little value.

I have never attacked individual Republicans, either because of their policies or for any other reason, but I have attacked the policies of their party.

We stay by all of our policies, collect promptly or let the other fellow have 'em.

A big asset for successfully publishing a Democratic newspaper in a Republican community, or the reverse, is to be on good personal and business terms with your competitors and the newspapers in the vicinity.

This cannot always be done in some places. But, it seems to me, the publisher who is always complaining about the mote in his neighbor's eye usually has a loftful of hay in his own.

It is also true that such a policy as ours cannot be followed when a paper is conducted for purely political reasons or as a "side issue" for such purpose.

It is always our policy to greet visitors cheerfully, and we charge the same price for the same work to all. Associations, organizations, governmental divisions and all others are charged on the same basis, at a like rate.

One man's money is as good as another's, and none is any better. Charging "all the traffic will bear" is disgusting to me.

I have had a cigar bill of about $75 a year for some years. This has been a good investment. The man who comes in to stop the paper gets the same treatment as one paying five years ahead.

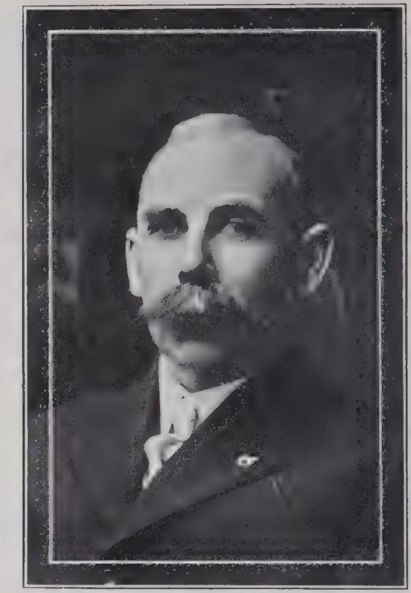
That kills the thunder of anyone whose feelings seem to have been hurt. If I begged the question, some would feel they had "stopped the whole mill."

When the Laushee ruling was made in 1908, I started to live up to it strictly. I asked subscribers to pay for the current, and also the next year. Told them I had carried them a year and it was up to them to carry me a year.

Those lost I sent a mourning card in a mourning envelope telling them their subscription was dead,—and what it would take to bring it back to life. Many took the joke and remitted. The accounts of others went to the collection agency.

I have not followed the Police Gazette nor the Sunday School paper idea—there are papers for both purposes. The three big things in a local paper are births, marriages and deaths. Don't try to whittle to suit everybody.

Not catering to local gossip, I have printed the facts when I could get them.



R. G. Weisell

◆ ◆ ◆

Divorce suits especially were given attention as "Misfit Cases" or "A Box of Matches."

I would rather have an article two or three sticks about something the community would read and comment upon than a ream of "purely personal."

Since the war there have been more worthless schemes offered newspapers than I remember seeing in all my previous, long experience. Some of them may be meritorious, but I'm from Missouri.

No man living or dead ever went out of the *Free Press* office with a scheme, and never will for any paper I own or manage. I pay my bills.

In 1886, at 21 years of age, with Capt. D. E. McDowell, now of Joplin, Mo., we established a Democratic paper at Ness City, Kans., in a Republican county. It was the fifth paper there and the census just taken showed 311 population. Later I bought the Neosho (Mo.) *Times,* a Democratic paper in a Democratic county. It is always much easier to complain than to defend, and surely lots more fun.

In publishing a paper of the dominant party of the county one is liable to depend too much on patronage—and be disappointed after election. Like a bawling cow, they soon forget the calf.

Local Advertising Sales Work, Too

National Printer-Journalist has frankly boosted for co-operation among state and lesser associations in the work of solving the *foreign* advertising-sales problem for the community newspapers. Ole Buck's article in the July issue about Nebraska's brilliant work in this direction has created a stir over the country, according to mail received.

President M. J. McGowan, Minnesota Editorial Association, publisher Appleton (Minn.) *Press,* announces that the association is now prepared to supply speakers for *local* gatherings of retailer merchants and others to "sell" the advertising idea in the community newspaper to them. This, it appears, is a right beginning for greater work. *Local* advertising work has top place, all the time.

Louis H. Zimmermann, secretary of the Wisconsin Press Association, announces a decision to publish a rate card for the entire association membership, to develop more foreign advertising. A circular will publish the advantages of Wisconsin. Every agency will get this material.

H. C. Hotaling Is Sporting A Fine New Time-piece

H. C. Hotaling, says *Among Ourselves,* St. Paul, came back from the N. E. A. trip with a fine watch. No, it belongs to him. It is the gift of the association for his distinguished services as executive secretary. It was presented at a banquet to the editors at San Antonio. Mrs. Hotaling received a handsome leather purse. Similar gifts were bestowed on Wallace Odell, the retiring president, and Mrs. Odell.

Don't Pig Metal!

Every User Is Enthusiastic!

Our nine Monomelts do everything claimed for them. We regard them in connection with the Linotype as the most forward step since the invention of the double letter matrix. They not only eliminate the remelting and casting into pigs of our metal, but they keep our metal in so much better condition. Our metal is much cleaner, and does not burn out like it did before we installed this improvement. We feel that the Monomelt can not be praised too highly.

THE COMMERCIAL-NEWS
Jno. Harrison, Editor.
Danville, Ill.

* * *

Our ten Monomelts are very satisfactory and we recommend and urge the use of them to all who enquire.

PRESS OF FREMONT PAYNE, INC.
New York City

* * *

Our Monomelts do all that is claimed for them and a great deal more, and we do not see how any up-to-date shop can afford to be without them.

WARREN TRIBUNE
C. B. Hollinger, Sec'y-Manager
Warren, Pa.

* * *

Our Monomelts are very satisfactory and are giving every service that I could expect.

A. W. STEVENS,
Law Printer
Brooklyn, N. Y.

We Have Hundreds of Letters Like These!

If you pig metal you waste money! Throw out your remelt furnace — it costs you unnecessary metal depreciation, time, labor, gas and trouble. There is a better way to feed machines!

Don't Melt Your Metal Twice to Use It Once!

MONOMELT
SLUG FEEDER

Put your slugs and trimmings direct into the Monomelt; it cleans them, and automatically feeds an equal amount of pre-melted metal into the Linopot every time a slug is cast. It saves overhead, improves the condition of your metal, gives you better slugs! It is doing this NOW in hundreds of newspaper and printing plants. It's not good business to waste your time and money running a remelt furnace — The Monomelt Single Melting System will cut out this needless expense!

A Definite Money Back Guarantee Goes with Every Monomelt Single Melting System

Write for our trial introductory offer.

PRINTERS MANUFACTURING COMPANY
706-716 Palace Bldg. Minneapolis, Minn.

Photograph of A. W. Stevens Plant, Brooklyn, N. Y., where Monomelts are cutting down overhead, giving better slugs.

Seven Checks on Value of Space in Local Newspaper

Enlisting Community Support Is as Essential as Ability to Sell a Commodity or Service to an Advertiser, Student of Country Publishing Points Out

By P. O. PEDERSEN
Sales Manager Linograph Co.

P. O. PEDERSEN

HOW can a publisher of a community newspaper discover the value of space in his paper? No doubt there are those in your community who would have you believe it is worthless, or nearly so. There are others who pretend to place little value on it, or have no conception of advertising values or have a low degree of respect for the local paper It is needless to rehash all that detail here; we all know that these conditions exist and must be met, if a paying volume of advertising is to be secured.

To arrive at some reasonable basis for valuation of the space we must analyze it. First of all we must consider the surrounding factors, and there I will consider in the order of their importance to the *advertiser*

1. *How much circulation has your paper?* Does it cover the community adequately? In other words does it reach practically every family, so that it is the true medium of local publicity?

If you can answer these questions you have established an excellent basis for placing a good valuation on space in your paper. If you must answer negatively in many cases then you need to change your methods so as to merit the valuation you aspire to.

2. *Does your paper cover not only the immediate home town and close neighborhood, or does it reach and represent several of the nearby villages, where there are no local papers but quite a group of people?* Does it contain special departments or columns for such villages? If not, this should be arranged at once as it very much tends to raise the value of the paper as an advertising medium.

You should secure local correspondents in each of these localities and set aside a definite space or position for such items.

3. *Is your community population distinct in any way such as predominatingly of German, Polish, or Scandinavian descent?* If so, do you recognize that fact in the contents of your paper, or do you ignore it?

Remember that even though Jens Olsen may speak in somewhat broken accents, he still may be just as good an American as you are, and that the way to make him your friend and staunch supporter is to recognize his ancestry and secure his approval.

When that has been accomplished he will go all the way with you in other ways.

4. *Do you supply human interest news concerning friends and neighbors of your subscribers?* That is what they want. The province of a weekly newspaper in a small community is to give the local news in such detail as cannot be furnished by any other medium. If this is done and the paper is filled thus, no other medium is so eagerly waited as the local paper. To merit approval you must give service in a special way. When this is done the advertising value is much greater than otherwise.

5. *Are you near a larger town where daily papers are issued which have an extensive local circulation?* If this is true, then it is of extreme importance to develop to a high degree the consideration given to the third, fourth, and sixth points. By so doing you can establish definite contracts that are not possible for any daily newspaper in any rural community.

6. *Do your readers place confidence in what they read in your paper?* Do you have their respect editorially? Do you personally stand well in the community? This is of most importance, for reader confidence will make valuable the advertising as well as the news. In order to gain this reader confidence your paper must present an attractive appearance, it must be published regularly, on time, and in a well appearing, well regulated place of business.

A dirty, unkempt office, slovenly conducted printery, and a general appearance of disorder will not tend to create reader confidence.

7. *What is the nature of competition?* Is there one or more other local papers in the same town? If so, does the competition deliver a better or a poorer paper? Are you politically at outs with the community leaders or are you in harmony with them? Are you considered "safe" or radical? And many other similiar questions.

If you have a competition, it is of considerable importance that you be on good terms in a business way with your competitor. If you are to stand as well as your competitor you must give at least as good service. If you wish to secure more per inch and more inches of advertising than your competitor, you must give better service, reach a larger circulation, have the readers' confidence to a greater extent, or some other advantage that you can claim, otherwise it will be necessary for you to work harder than he does or you must be a better salesman than he is to secure the business you need.

THIS gives a sound basis on which to judge the value of space in the community paper. When you analyze your facilities in the light of what is outlined in the foregoing you can easily decide for yourself whether advertising in its columns is worth anything or not. If your conclusion is that it has but little value, then you can go to work and repair the deficiencies. If your conclusion is that it has great value, it will help you to convince those who should use the space. Advertising, like all commodities—even more so—must be sold by salesmanship based on facts. It may be that through your ability as editor, community leader, or skill as a printer, you are able to enlist community support; but if this is true, that is salesmanship just as much as any other form of pursuasion.

This article has not served its purpose if it has not aroused in you a number of ideas, which *when carried out will* help to make space in your paper more valuable than it now is.

Community Folder Plan Does Good Work in New York Town

THE Farmingdale (N. Y.) *Post* furnishes business persons and others a leaflet printed in black and red containing information about Farmingdale. The folder has a page size of 6¼ by 3½ inches and opens the long way, from the top. Only the first and third pages are printed. Each of these pages is printed in black with a two-point rule in red as a border. The first page contains display matter, and the third page a brief description of Farmingdale and its institutions, set in 8 point.

THE New York *World* catches them young. School students are invited to vote on what they consider the biggest news story of the week, the reasons for the choice to be stated. That's a city idea which can be used in the smallest town, in little red school houses and in $1,000,000 school mansions.

Printer-Journalists at the Big Expo

THE membership of the Wisconsin Press Association, together with members of the publishers' families, will attend the Milwaukee Graphic Arts Exposition on Friday, Aug. 22. They will stop over in Milwaukee during their annual summer outing, carrying them through the southern part of Wisconsin. Many printer-journalists—newspaper men who operate commercial printing departments as well as dailies, weeklies and monthlies,—will attend the Exposition fom all parts of America.

"REVOLUTION"
DUPLEX
Washable
Tympan
Paper

REG. U. S. PATENT OFFICE *MADE IN THE U. S. A.*

ELIMINATES **TRAVELING TYMPAN** rolls altogether on most rotary work, and supplements it on other work.

Adds 50% to life of traveling tympan roll when used at same time.

Increases production 27% thru elimination of stops to change draw sheets and minimizing offset.

The ideal draw sheet for flat bed perfecting presses; indispensible where quick turning is required.

Carried in stock at mill in crated rolls 36″, 42″, 48″ and 54″ wide, and about 14″ in diameter. Sheets can be cut from nearest available size. Shipments by freight or express

Samples and full information on request.

PLANT, THEIS & GOULD PAPER CO.
30 North LaSalle Street CHICAGO, ILLINOIS
Specializing in high grade printing papers

EASTERN AGENT

Mr. H. E. Wimpfheimer ℅ Jaenecke-Ault Co.
461-8th Avenue New York City, N. Y.

VIII.—Expense: Fixed Charges

COST FINDING FOR PRINTERS AND PUBLISHERS, in Twelve Sections,
by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin
Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

EXPENSE

Fixed Charges

The remaining element of cost to be considered is *expense.* Considered in its relation to the departments of the plant, expense is *direct,* and *indirect.* Direct expense is directly chargeable to the department. Indirect expense is distributed to the departments by a method which will be explained as we proceed. Regardless of their division into direct and indirect, expense charges are classified as *fixed* and *current.* This assignment is devoted to the consideration of the fixed charges. Fixed charges are the charges which remain the same from month to month such as rent, insurance and taxes. Current charges are incidental including such items as repairs, postage, express, gasoline, oil and grease. All these expenses are classified as overhead. All overhead expenses are *indirect as related to any job produced in the plant,* yet *some of them are direct in their relations to the departments of the plant.* For instance, taxes, insurance and rent can be charged directly to the department, but the method of including them in the cost of the printed job is indirect.

Resolution IV. of the American Printers' Cost Congress is as follows:

> *"That the standard method of caring for the overhead expense shall be to charge direct to each department all necessary items, and to distribute office or general overhead expense on the basis of total departmental costs, including pay roll."*

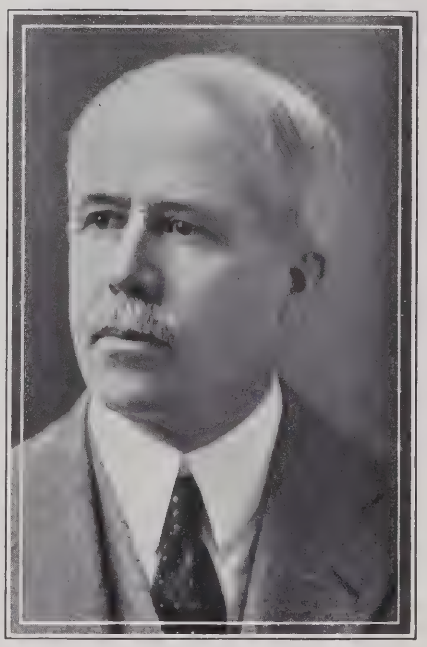
DISTRIBUTING INVENTORY OF PLANT EQUIPMENT, NEXT

At this stage it is necessary to distribute the inventory of plant equipment into departments according to the recognized rules for departmentizing the printing plant. Only on this basis can a proper division of the investment be made according to departments. The department investment is used as a basis for distributing several of the fixed charges.

As this course is designed for the instruction of managers and employees of country printing and publishing plants, we have chosen a typical country weekly newspaper publishing and printing plant to use in illustrating the method of making a cost summary.

A standard *appraisal* of the plant, preliminary to the installation of a cost finding system is recommended. The expert appraiser will, if requested, place a correct replacement value upon the plant. Many appraisal firms specialize in the appraisal of printing plants and are prepared to classify the equipment according to the rules of the standard cost finding system for departmentizing the plant. It is desirable for purposes of cost finding that the valuation of the plant be correct. For upon the accuracy of this valuation depends the accuracy of the department hour costs to be obtained.

Aside from its use in the cost system installation, *the plant appraisal has everything to commend it.* Many owners of printing plants are carrying a greater fire hazard than they are warranted in doing, due to the increase in the value of their equipment. Still others are paying premiums on insurance which they could never collect if their plants were destroyed by fire. *Printers are pricing their product on the basis of what their plants may have cost ten years or more ago without a thought as to what it will cost to replace it.* These are a few of the hazards which the appraiser helps the manufacturer in any line of business to eliminate.



W. H. Bridgman
Publisher, Stanley (Wis.) Republican

The Bridgman-University of Wisconsin-National Printer-Journalist Series—began with the *Reasons for a Cost System* published in January.

A service coupon is published each month. It should be understood that this service will be *without charge only until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service.

Those desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

Readers whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, subject to prior orders.

◆ ◆ ◆

DEPARTMENTIZING PLANT FOR TYPICAL DEMONSTRATION

We will proceed to departmentize the plant which we have chosen for demonstration purposes. This plant has the following departments:

Hand Composition Department, to which we assign everything classified as type, including body type, job type, wood type, stock cuts, electrotypes and stereotypes, having a value of $1,000.00. Then we include in this department type cabinets, stands, cases, racks, imposing stones and stands and such miscellaneous equipment as breyers, brushes, proofing press, benzine cans, planers, mallets, quoins, sticks, etc., of the value of $500.00, making a total valuation for this department of $1500.00. For reasons which appear later we will, however, keep the type and equipment as separate items.

Machine Composition Department: Includes a slug casting machine which can be replaced for $2,500.00, a smelting furnace, dumping rack and metal sufficient to bring the department equipment to the value of $2,675.00.

Cylinder Press Department: This includes a drum cylinder press with attached folder, a five horse power motor, shaft, belting and installation costs aggregating $1800.00.

Platen Press Department: An 8 x 12 jobber and a 12 x 15 jobber with individual motors, a table or rack for finished work, chases, extra rollers, ink cabinet, oil cans, wrenches and installation cost aggregating $1500.00.

(TURN TO PAGE 46)

ENTIRELY NEW!!

The Nelson Power Junior Model

A Highly Developed Paper Punching Equipment Complete With Individual Motor, Punches and Gauges

The Ideal Unit for Printshop, Bindery or Lettershop

$195.⁰⁰

Never has such a high grade power punch been offered at so low a price. Designed and produced by the builders of the popular Model 4 heavy duty machine, capable of the finest work, simple in adjustments, and substantially built to insure long life, this equipment can be purchased at less than the cost of the usual foot power punch.

Orders being taken for immediate delivery.
Descriptive bulletins and terms on request.

C. R. & W. A. NELSON, INC.

223 North Michigan Avenue
Chicago, Illinois

MONTHLY SUMMARY OF DEPARTMENTAL HOUR

DEPARTMENT INVESTMENT	Type $ 1000. Furn. $ 500.	$ 2675.	$ 1800.	$	$ 1400.	$	$	$
PERCENTAGE OF INVESTMENT	.1744	.311	.2093		.1628			
PERCENTAGE OF FLOOR SPACE	25	8	15		10			
	Hand Comp.	**Mach. Comp.**	**Cyl. Press**	**Cyl. Press**	**Platen Press**	**Platen Press**	**Feeder**	
Depreciation	30000	26750	18000		14000			
Interest on Investment	7000	16050	10800		8400			
Insurance—Fire	1692	3011	2030		1579			
Taxes	4796	8552	5756		4477			
Advertising								
Assn. Dues and Subs. to Trade Mgs.								
Bad Accounts								
Office Stationery and Forms								
Accident Insurance	125	125	500		500			
Rollers			2000		1000			
Telephone								
Rent	15000	4800	9000		6000			
Heat	5000	1600	3000		2000			
Interest on Turnover								
Annual Total	65613	60894	51086		37956			
Monthly Total	5468	5075	4257		3162			
Spoiled Work	150				200			
Direct Purchases—Operation		200	50		120			
Pay Roll	4612	14311	2416		10887			
Power		700	350		325			
Light	200	150			200			
Total Departmental Cost without Gen. Ex.	15430	20436	7073		14894			
General Expense Distributed 5554	8570	11351	3928		8272			
Total Departmental Cost	23900	31787	11001		23166			
Chargeable Hours	784	1615	228		1126			
COST PER CHARGEABLE HOUR	305	197	482		205			
Labor Cost per Chargeable Hour	123	89	106		96			
Overhead Cost per Chargeable Hour	182	108	376		109			
Percentage of Productive Time	67							
Average Hour Cost for Months								
Total Operating Hours								

MACHINE BINDERY DEPARTMENT: This includes a 25 inch hand power paper cutter, wire stitcher and some minor articles aggregating in value $450.00

HAND BINDERY DEPARTMENT: A folding, mailing and work table, mailing galleys, mailing machines, hand numbering machine, hand punching machine, paste pots, brushes, all of the value of $75.00.

GENERAL EXPENSE DEPARTMENT: Not properly a department but a division to which certain expense must be assigned temporarily. To this we assign all front office furniture and equipment, desks, chairs, safe, typewriters and adding machine, of an aggregate value of $600.00.

CONTINUATION OF THIS FORM
ON PAGE 48

◆ ◆ ◆

WE must assume that all plant and equipment in which capital has been invested for the conduct of the business has been assigned to these departments, the total valuation being $8,600.00. It is important for convenience in distributing certain fixed charge items that each department's percentage of the whole investment be determined at this time. It is, for the same reason, necessary to determine the percentage of the whole floor space occupied by each department.

FORM 10, the *Monthly Cost Summary,* now becomes a part of this assignment. The department investment is entered in the place provided for it at the top of this form and the percentage of investment and the percentage of floor space on the succeeding lines. We are now ready to begin the distribution of direct fixed charges.

Of the fixed charges, *Depreciation* is one of the most important and yet it is one which is most often disregarded by the printer in fixing the selling price of his product. The printer is disposing of his plant piecemeal with each job of printing which he produces and too often he is giving it away. *Every printing plant is on the way to the junk heap.* The machines are wearing out or they are becoming obsolete. There is a life limit to the profitable operation of every machine and every piece of equipment in the plant. *When this limit is reached it should be replaced with new, and during its life it should have earned the price of new equipment.* The average life of printing plant equipment has been determined with tolerable accuracy by long experience. We therefore, have at hand the necessary data on which to base a charge to production for replacement. The American Printers' Cost Congress decided the matter for us. Resolutions 9 and 10 follow:

> *"That the standard rate of depreciation and obsolescence on the standard machines to be charged to the cost of production, shall be ten per cent per annum of the original purchase price. Repairs and maintenance shall be considered as separate items of expense and shall not be included in depreciation."*

(TURN TO PAGE 48)

MID-STATES

(Reg. U. S. Pat. Off.)

Really Flat Gummed Papers

Sold Through Dealers Everywhere

THE USE OF GUMMED LABELS IS CONSTANTLY INCREASING BUT many a printer has passed up a good *gummed label* order because of some unpleasant experience with Gummed Paper which would not lie flat.

There is a good profit in gummed labels if printed on the *right* kind of Gummed Paper.

Insist on having Mid-States *Really Flat* Gummed Papers which can be printed just as readily as ungummed paper.

The Mid-States line includes a generous assortment of whites and colors with Dextrine and Fish Glue gumming, all of excellent quality.

SUGGEST THE USE OF GUMMED LABELS TO EVERY CUSTOMER.

Don't fail to ask for our new sample book—it contains valuable information. See it at our booth Graphic Arts Exposition No. 34.

Made in Chicago by

MID-STATES GUMMED PAPER CO.

Also Manufacturers of

StickQuick

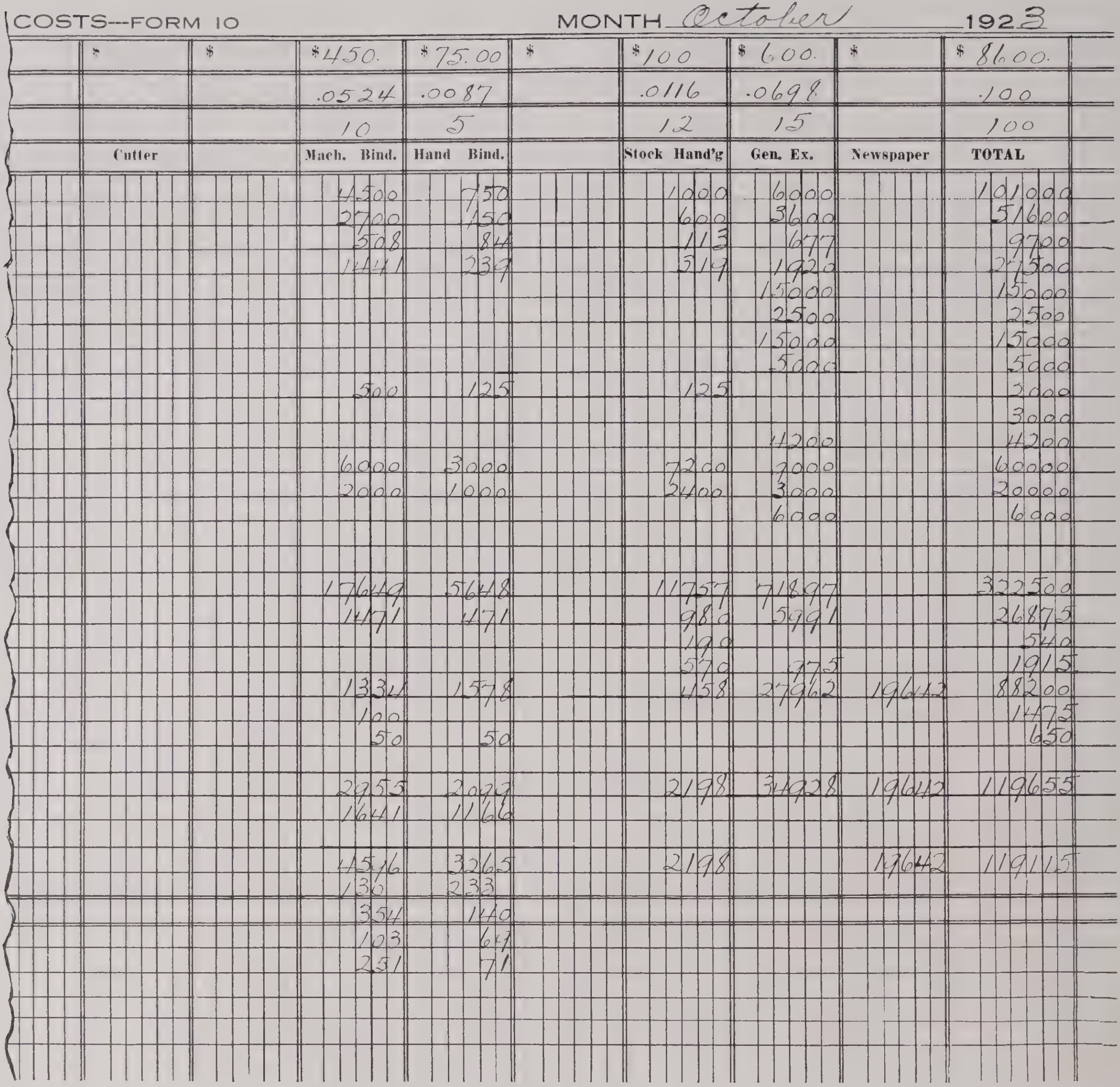
(*Wound on the Green Core*)

Gummed Paper and Cloth Tape

Mill and Main Office

New York
2433 South Robey Street, CHICAGO
St. Louis

See Our Line at the Graphic Arts Exposition, Booth No. 34



COSTS—FORM 10 MONTH October 1923

	$	$	$450.	$75.00	$	$100	$600.	$	$8600.
			.0524	.0087		.0116	.0698		.100
			10	5		12	15		100
	Cutter		Mach. Bind.	Hand Bind.		Stock Hand'g	Gen. Ex.	Newspaper	TOTAL
			4500	750		1000	6000		101000
			2700	150		600	3600		51600
			508	84		113	677		9700
			1441	239		519	1920		21500
							15000		15000
							2500		2500
							15000		15000
							5000		5000
			500	125		125			3000
									3000
							4200		4200
			6000	3000		7200	7000		60000
			2000	1000		2400	3000		20000
							6000		6000
			17649	5648		11757	71897		322500
			1471	471		980	5991		26875
						190			540
						570	775		1915
			1334	1578		458	27962	19642	88200
			100						1475
			50	50					650
			2955	2099		2198	34928	19642	119655
			1641	1166					
			4516	3265		2198		19642	119115
			136	233					
			354	140					
			103	64					
			251	71					

> *"That the standard rate of depreciation and obsolescence on type to be charged to the cost of production, shall be twenty five per cent of the cost of the original purchase price."*

The Difference Between Your Purchase Price, and Replacement

INSTEAD of using the original purchase price as a basis for depreciation this department has used and will continue to use the *replacement value* for such basis for reasons which are obvious. At the present writing there is a very wide difference between the original purchase price of many printing plants and their replacement value. *We do not believe a strict application of the recommendation of the Printers' Cost Congress in determining a valuation for cost finding would be regarded as sound business practice at this time.*

Then let us compute *depreciation* on our plant investment by departments as shown on the accompanying Form 10. Beginning with *Hand Composition* the valuation of type has been kept separate from the other equipment of this department for reasons which now appear. The rate of depreciation on type is 25 per cent and on other equipment is 10 per cent. The amount of the charge on type is $250.00 per annum and on other equipment is $50.00, making a total charge for depreciation in the Hand Composition department of $300.00. The rate for all the other departments is 10 per cent. The depreciation item for each department is entered on the line provided for it under the proper department head and the total depreciation which is $1,010.00 in its proper column.

Resolution 13 of the American Cost Congress follows:

> *"That interest on investment, (paid in capital or surplus) at the rate of six per cent, or the legal rate of interest, is a proper charge to the cost of production."*

Interest on Your Investment; Are You Overlooking This?

INTEREST ON INVESTMENT is another expense item which is generally overlooked. No business can properly credit itself with a profit till the earnings have been charged with interest on the investment. The money invested in the plant could be loaned at 6 per cent interest on good security and the owner would be relieved of all hazard and practically of all care or responsibility in its management. Why then invest it in a business entailing hazards and compelling close supervision, if net earnings less than 6 per cent are to be considered as profit? The interest charge on our plant investment is $516.00 which is directly charged to the various departments on the basis of each department's share of the investment.

No explanation is necessary to justify the charge of *Fire Insurance Premiums* against the cost of department production. Our typical plant is insured under

(TURN TO PAGE 50)

Results *Prove!*

Alchemic Gold has revolutionized an art
Alchemic Gold can make money for you
Alchemic Gold can save you money

ALCHEMIC GOLD
is the only
GOLD INK
THAT IS A SATISFACTORY
SUBSTITUTE FOR GOLD LEAF

Alchemic Gold was used on this ***Insert***

Manufactured by
ALCHEMIC GOLD COMPANY, INC.
400 West 31st Street New York City

Sole Agents
LOUIS DEJONGE & COMPANY
CHICAGO PHILADELPHIA NEW YORK

GREETING CARDS

For Christmas and New Year

Made Especially for Printers' Use
All Steel Die Embossed

The Greeting on Cards is Steel Die Embossed in a style of letter so that individual names can be added from Printers' type to match. All cards are enclosed in Wedding Tissue and have envelopes to match.

The above Cards can be furnished without Greeting or without Greeting and Design. Samples and Price List furnished to the trade.

NINETEEN TWENTY-FIVE

JANUARY

S.	M.	T.	W.	T.	F.	S
·	·	·	·	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
·	·	·	·	·	·	·

FEBRUARY

S.	M.	T.	W.	T.	F.	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
·	·	·	·	·	·	·
·	·	·	·	·	·	·

MARCH

S.	M.	T.	W	T	F.	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	·	·	·	·
·	·	·	·	·	·	·

APRIL

S.	M.	T.	W.	T.	F	S
·	·	·	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	·	·
·	·	·	·	·	·	·

MAY

S.	M.	T.	W.	T.	F.	S
·	·	·	·	·	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	·	·	·	·	·	·

JUNE

S.	M.	T	W.	T.	F.	S
·	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	·	·	·	·
·	·		·	·	·	·

JULY

S	M.	T	W.	T.	F.	S
·		·	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	·
·	·	·	·	·	·	·

AUGUST

S.	M	T.	W.	T	F	S
·		·	·			1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	·	·	·	·	·

SEPTEMBER

S.	M.	T.	W.	T.	F.	S
·	·	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	·	·	·
·	·	·	·	·	·	·

OCTOBER

S.	M.	T.	W.	T.	F.	S
·	·	·	·	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
·	·	·	·	·	·	·

NOVEMBER

S.	M.	T.	W.	T.	F.	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	·	·	·	·	·
·	·	·	·	·	·	·

DECEMBER

S.	M.	T.	W.	T.	F.	S
·		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	·	·
·	·	·	·	·	·	·

AMERICAN EMBOSSING CO BUFFALO N Y

Calendar Cards

With Edges Bordered

Made from 3-ply stock in white and colors. Calendars can be furnished with all matter Steel Die Embossed, or with Calendar only, also furnished without Calendar. Electrotypes of Calendar can be furnished where it is to be printed. Made only in one size 3½ x 6¼ to fit 6¾ envelope.

Cards can be punched and Cords with Tassel furnished. Samples and price furnished to the trade.

The American Embossing Co.

Steel Die and Copper Plate
Engravers to the Trade

192-96 Seneca St. Buffalo, N. Y.

A Profit Under a Standard Cost System Is a Real Profit

The publisher of a small country weekly in Wisconsin, operating under the cost system makes the following interesting deductions from his cost system records for 1923:

The 52 issues of his paper cost $9361.25. He received from circulation $1809.47. From advertising $7,890.37. The cost included his salary at $50 per week and there was a profit of $338.59. His circulation average approximately 1200. His subscription price is $2 per year.

Using the above figures as a basis for computation he knows that *each yearly subscription to his paper cost him* $7.80 and *each inch of advertising cost him* 24.25 *cents.* The total number of inches of advertising sold was 29,725.7. This publisher can sit easy because he knows that his overhead costs are standardized. A profit under standard cost system figures is a real profit. —W. H. Bridgman

a blanket policy on which the premium is $97.00. This is distributed to the departments on the percentage basis of the department investment. It frequently happens that certain machines of the plant carry separate policies from the rest of the plant. In such cases, the premium should be charged direct to the department and included in the total.

The current annual taxes on our plant amount to $275.00. This item is distributed to departments on the percentage basis of department investment.

Advertising is not properly a fixed charge but all business concerns seeking public patronage are accustomed to make an appropriation for advertising. We recommend a fixed charge of $150.00 and distribute it to Office, or to General Expense.

> *The progressive printer belongs to trade associations and subscribes for the trade papers and the cost of this should be a fixed charge. We make the amount* $25.00.

It is customary to make a fixed charge of one per cent on the preceding year's business to cover *bad accounts.* For this purpose we charge $150.00 to general expense.

A fixed charge for *office stationery* is made in the same way that its cost may be distributed evenly over the year.

The cost of *liability insurance* is a recognized charge against production in every business. It is usually assigned to office or general expense. We propose to make an arbitrary division of this item among the departments on the basis of hazard. We assign the major portion of the item to the press departments and machine bindery, which includes the cutter, for reasons which are obvious.

Press rollers are made a direct annual charge against the press departments and thus distributed through all the months of the year. Their cost in the form of current expense items would abnormally affect the hour costs of their departments.

For convenience in accounting, telephone rental is made a fixed annual charge through general expense and telephone tolls only may be handled as current expense.

Rent and Rental Charge Whether You Own or Rent

A rental charge against production should be made regardless of whether or not the plant and the building are of the same ownership. The proper *rental charge* can be easily determined by local conditions or by computation on the basis of value according to recognized rules. We make a rental charge of $600.00 per annum and distribute it to departments on the basis of the floor space occupied by each department.

Rental rates may or may not be made to include *heat.* The average country town tenant of a rented building provides his own heat and we have made a charge for heat and distributed it on the basis of floor space the same as rent.

It is customary to *include as many as possible of the overhead items in the list of Fixed Charges* in order to reduce to a minimum the monthly task of making the cost summary without sacrificing accuracy. The distribution of the fixed charges for our plant is now complete and a footing of the department columns gives us the fixed department overhead for each department and a grand total fixed annual overhead for the plant, of $3,225.00 as a first charge against the product of the plant for the year. It is however, impracticable and unsafe to await the lapse of a year before determining the department hour costs so the cost is reduced to a period of one month by dividing each of the department totals by 12, the number of months in a year.

◆ ◆ ◆

With this fixed monthly overhead charge against each department we now proceed to collect the current expense items for the month and make up the cost summary, the concluding step in the operation of the cost system. The fixed overhead item will stand as the starting point for these computations from month to month throughout the year or till there are good and sufficient reasons for revising the schedule of fixed overhead charges.

QUESTIONS ON PAGE 60

(*Continued in September "NPJ"*)

How Widely-Known Editorial Writer Does His Work

Editorials do not take much time to write, "says Howard Felgate, Higginsville (Mo.) *Jeffersonian,* in South Dakota College *Press Service Sheet."* I write mine at any time, keeping a little book in which I jot down the thoughts that come to me. Half my editorials come to me when I am sitting at the table with the wife and children, or hoeing the garden. One word or a sentence is enough to fix the idea; the rest comes easy. Not to capture the idea is to come to the typewriter empty-handed. The small town editorial should be about the things that interest the people of that town. The thesis of an Harvard Master of Arts would fall flat, but I can get the warm support of many of my readers by editorial on our shoe factory which is being built, or the location of the hard-surfaced roads in the county."

National Printer-Journalist Service Coupon

To University of Wisconsin, *Extension Division,*
Dr. Louis E. Reber, *Dean,*
Madison, Wisconsin.

Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the Bridgman-U. of W. Extension Division articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

(If interested in getting information about Complete Extension Course of Study on this subject,) check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant..............................
.... *Title or Position*......................................
Street, No..
.........1924 *City*........................ *State*.....................

VIII. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.

IT'S THE DOLLAR SAVED THAT COUNTS!

See our exhibit at the Graphic Arts Exposition

METAL prices are usually lower in summer. You can order your Fall requirement of Gardiner's Metal now to be delivered as needed and billed at the current favorable prices.

Tell us what quantities will cover your requirements to December 15th and we will submit to you a proposition.

Gardiner's Is Fine Type Metal.

GARDNER METAL COMPANY

ESTABLISHED 1901

1356 W. Lake St. CHICAGO, ILL.

LOOKING THEM OVER : : : *With "NPJ"*

Readers are Invited to Submit Copies of Their Newspapers for a "Once-Over." This Department Purposes to Interchange Ideas Among Printer-Journalists. Criticisms on Specific Points May be Had Upon Written Requests.

"THE FAMILY FAVORITE"—The Kiwanis Club of Macon, Mo. recently bestowed the name of "The Family Favorite Newspaper" upon the *Republican*, of that city.

PAGE OF BUSINESS PRINCIPLES—The Trinidad (Colo.) *Chronicle-News* published a full page ad from the Chamber of Commerce which enumerated fifteen "Principles of business conduct" adopted by Trinidad merchants.

STANDING TITLE FOR EDITORIAL PAGE—The Claremont (Va.) *Herald* uses a neat, drawn standing head, reading "Editorial and Feature Page," for the page, which is exceptionally interesting, the head running clear across the page.

ACTIVE INTEREST IN CIVIC IMPROVEMENT—In connection with its ceaseless campaigning for civic improvement the Cardston (Alta., Can.) *News* published an itemized account of the correct way to plant trees.

SUPPLIES COMMUNITY LIBRARY—C. E. Nevin, editor of the Laurel (Neb.) *Advocate*, supplied a traveling library to the citizens of his community who wanted to borrow books. This service continued until recently, when a public library was opened.

NATIONAL PUBLICITY EDITION—Editor O. L. Moore of the Laurinburg (N. C.) *Exchange* spread the name and fame of Scotland county, N. C., with a 44-page National Publicity Edition, which "covered" the county thoroughly. It was profusely illustrated.

PAGE AD FOR ANNOUNCEMENT OF CLOSING—A full page ad was sold by the *News* to the proprietors of stores of Baton Rouge, La., who wished to announce that no business would be transacted by them on July 4.

LOCAL SERIAL FEATURE—"Twenty Years in the U. S. Navy" is the title of a feature running serially in the Trinidad (Colo.) *Chronicle-News*. The author is a young man from the home town.

WEEKLY INDUSTRIAL REVIEW—The Waynesboro (Ga.) *True Citizen* publishes every week a review of important business and industrial transactions in the state of Georgia. Each item takes up only from two to six lines of type, leading off with the name of the city or town.

Who Will Match This Record?

A FEW weeks ago an emergency arose at the Philidelphia *Inquirer*. George Sloan, foreman, asked for increased effort.

Fred A. Koelle is in charge of the day ad machines, and operates a Linotype only on Saturdays. On the day of the emergency Koelle had already worked through the daylight portion of a Saturday—about eleven and one-half hours—but responded to the foreman's call for volunteers and worked through an additional five and one-half hours on the night side.

In that last five and one-half hours, Koelle set 2,218 lines of five and one-half point type, twelve and one-half picas wide, an average of 11,300 ems, corrected matter, per hour, or a total of 62,150 ems.

Koelle's best previous record, made in 1910, was 132,000 ems in twelve hours, an average of 11,000 ems per hour, using a Model 5 Linotype. The recent record, years after Koelle had ceased being a regular operator, increased that other by 300 ems per hour, using a Model 18.

Joseph Ryan has charge of the entire battery of Linotypes in the *Inquirer* composing room.

KOELLE has these other records to his credit: One hour—14,100 (corrected), five point, twelve and one-half picas wide, machine running nine and one-half lines per minute; one hour and twenty minutes without "missing" a line, working on seven point, fourteen picas wide, machine running eight lines per minute.

Night's work—170,000 ems;

Six day week—575,000 ems, five and seven point;

Set in year 1910—over 20,000,000 ems, five and seven point;

"Long distance" record—thirty-six hours (to save a contract), stopping to eat, of course. —*The Linotype News.*

THE COST PER INCH—Edmund Walker & Co., auditors specializing in newspaper work, in their *Client's Service Bulletin* give the following form as an easy way to determine what the advertising rate should be:

	EXAMPLE
"Total Expenses in 1923	$100,00
Less Circulation Receipts	20,000
Remainder	$ 80,000
Total Miscellaneous Income, not including Advertising	2,000
Expense to be borne by Advertising	$ 78,000

"Divide this last figure by the number of inches or lines of advertising carried in 1923 and you will have the average cost per inch or line. Compare this with your rate card."

"HITCH YOUR WAGON TO A STAR"—Harry C. Webster, editor of the Marceline (N. J.) *Herald*, announces every week in his editorial flag, that "The *Herald* is ambitious to be just an independent home newspaper."

WEEKLY HAS SPORT "COLYUM"—The DeSmet (S. Dak.) *Kingsbury County Independent* has started a Sports Column with Clifford A. Hall as sports editor. The column treats of both local and national events, frequently from a purely local viewpoint.

EDITORIAL BLOW RIGHT BETWEEN THE EYES—A regular weekly feature of the Winnett (Mont.) *Times* is a rip-snorting editorial on some important local question placed just below the standing title, above the main heads, running the full width of the paper, and run in 12-point Cheltenham.

HOT ON TRAIL OF STORM WITH CAMERA—Wessington Springs, S. Dak. recently was laid flat by a tornado. George Schlosser, editor of the *Republican* of that city, published in the next regular issue following the storm ten views of the debris in connection with the story of the disaster.

PRINTS STORY ABOUT NEW REPORTER—The Delta (Colo.) *County Tribune* recently hired a new woman reporter and printed a boxed announcement of the addition to the staff in addition to "get acquainted" story containing a few condensed facts about her.

MEETS PROBLEMS OF COMMUNITY—The Oconto (Wis.) *County Reporter-Enterprise* publishes every week on the front page a column headed "Opinions". It contains answers to questions concerning community problems put to five citizens.

WINS SIGMA DELTA CHI PRIZE—The Carrington (N. Dak.) *Foster County Independent* was adjudged the best weekly in North Dakota by the University of North Dakota chapter of Sigma Delta Chi, national professional journalistic fraternity. George P. Collins is publisher.

LOCAL FEATURES—The Hot Springs (S. Dak.) *Star* is strong for local features, written either by staff writers or contributors. The issue of June 26 contains two—one about a beautiful new bridge recently completed across the Cheyenne river near Edgemont, the other about the habits of Elk in their natural environment.

HOTEL OPENED, SPECIAL EDITION—In commemoration of the opening of the new Buena Vista hotel at Mississippi Coast, Miss., the *Daily Herald* of Biloxi and Gulfport, Miss. got out a special edition. Large ads from nearly every company connected with the erection of the new building were published.

HELPS WITH CITY SLOGAN—The Newark (N. Y.) *Courier* is co-operating with the nursery industry of the city to promote a more widely spread knowledge of the city's important connection with the nursery industry. A prize of $100 in gold is being offered for a slogan which will incorporate the idea, together with the words "Newark, N. Y."

"SELLS" EDITORIAL TO READERS—The Cardston (Alta., Can.) *Review* runs the title of its leading editorial on the front page in a box to the right of the standing title, and then directs the reader to turn to the editorial page.

(TURN TO PAGE 54)

HYLO
English Finish
REG US PAT OFF
KIMBERLY-
CLARK
CO.

High Speed Halftone Paper

HYLO ENGLISH FINISH has a printing surface that will take 133 line halftones and show satisfactory printed results. Bleached Refined Groundwood Pulp provides a leveled-up printing surface and very even thickness of the paper. The ink absorption is held uniformly at just the proper balance for rapid drying and for maintaining all the color values in the inks.

LEADING PAPER MERCHANTS
Supply This Paper in Standard Sizes and Weights

ATLANTA
  The Chatfield & Woods Co.
BUFFALO
  The Alling & Cory Co.
BUTTE
  Minneapolis Paper Co.
CHICAGO
  Bradner Smith & Co.
  Chicago Paper Co.
  Parker Thomas & Tucker Paper Co.
  Swigart Paper Co.
CINCINNATI
  The Chatfield & Woods Co.
CLEVELAND
  The Petrequin Paper Co.
DALLAS
  Graham Paper Co.
DENVER
  The Carter Rice & Carpenter Paper Co.
  Graham Paper Co.
DES MOINES
  Carpenter Paper Company of Iowa
  Western Newspaper Union
DETROIT
  Beecher Peck & Lewis
EL PASO
  Graham Paper Co.
FARGO
  Western Newspaper Union
INDIANAPOLIS
  Crescent Paper Co.
KANSAS CITY
  Graham Paper Co.
  Kansas City Paper House
LINCOLN
  Lincoln Paper Co.
  Western Newspaper Union
LITTLE ROCK
  Western Newspaper Union
LOS ANGELES
  Western Pacific Paper Co.
LOUISVILLE
  Southeastern Paper Co.
MILWAUKEE
  The E. A. Bouer Co.
MINNEAPOLIS
  Minneapolis Paper Co.
NASHVILLE
  Graham Paper Co.
NEW ORLEANS
  Graham Paper Co.
  E. C. Palmer & Co., Ltd.
NEW YORK CITY
  The Canfield Paper Co.
OKLAHOMA CITY
  Kansas City Paper House
  Western Newspaper Union
OMAHA
  Carpenter Paper Co.
  Field-Hamilton-Smith Paper Co.
  Western Paper Company
PHILADELPHIA
  The Canfield Paper Co.
PITTSBURGH
  The Chatfield & Woods Co.
PUEBLO
  Colorado Paper Co.
ROCHESTER
  The Alling & Cory Co.
SALT LAKE CITY
  Western Newspaper Union
SAN ANTONIO
  San Antonio Paper Co.
SAN FRANCISCO
  General Paper Co.
SIOUX CITY
  Western Newspaper Union
ST. LOUIS
  Graham Paper Co.
ST. PAUL
  E. J. Stillwell Paper Co.
TOLEDO
  The Commerce Paper Co.
WICHITA
  Western Newspaper Union

Looking Them Over

(CONTINUED FROM PAGE 52)

NOT GUILTY!—Says the Marceline (Mo.) *Herald* in a recent editorial squib: "The *Herald* has never yet published an advertisement for nothing, just to fill up space and look like it was very prosperous, and it isn't going to begin now. It may be one way to make an impression, but we prefer the other way. And if we are satisfied it is nobody else's business."

ANOTHER GOOD WORD FOR COUNTRY WEEKLY—Joe T. Lovett, Benton (Ky.) *Tribune-Democrat* said in a recent address to the Kentucky Press Association: "The reading of dailies by country people does not scare country editors who are wise. It broadens the rural residents, and makes them better readers and patrons of the country weeklies."

WHO WILL NAME THE PAPER—Volume 1, Number 1 of a new paper published in Pitman, N. J., edited by John A. Vernon, announces that a cash prize of $20 will be given to the person who first suggests the name finally chosen at the official name of the paper. No person is qualified to receive the prize, however, unless he has become a subscriber of the paper.

ENLARGES PLANT 100 PER-CENT—The new building being constructed for the Lawrence (Kan.) *Journal-World* is twice the size of the present plant and modern in every detail. The *Journal-World* represents more than 40 Lawrence papers which have been absorbed. The oldest dates back to 1854; it was called the *Herald of Freedom.*

PRESS RATE FOR TELEPHONE CALLS?—"Newspapers should have a real press rate on long distance telephone conversations in which news matter is transmitted," says the bulletin of the N. E. D. N. Association. "They are not paying the same toll that is charged the individual who uses the telephone once a day, or at even greater intervals, whereas the publishers are regular patrons, having numerous calls daily."

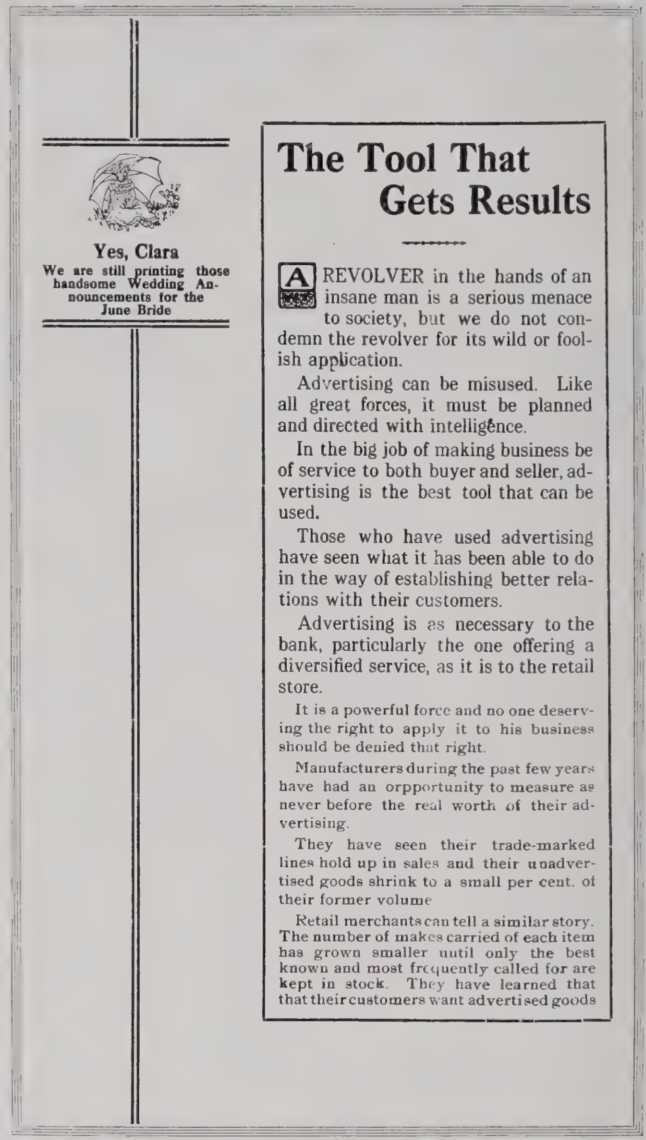
PRINTED MAILING WRAPPERS—"Many publishers are overlooking a fine advertising opportunity. You would not advise a merchant to send out articles in plain paper. How much more important for newspapers to go out in neatly printed wrappers. It gives the paper an atmosphere of importance and dignity." This statement is attributed to a leading South Dakota editor by John H. Craig, now editor of the *Rural Press Service Sheet* of the South Dakota State College, and president of the South Dakota Press Association.

NEW EDITIONS OF EDMONTON PAPERS—The two dailies in Edmonton, Alta, Can. recently issued new editions. The *Evening Journal* began a "Sporting Pink," a Saturday evening 4-page sheet which is sold on the streets with the usual Saturday paper with its magazine features and comics. The *Morning Bulletin* began the issue of a *Sunday Bulletin,* containing a large magazine section in addition to the comics and the usual week-end features.

BUILDS CIRCULATION WITH INSURANCE—As a circulation builder the Hugo (Okla.) *Southeast Oklahoman* is offering an accident insurance policy, at the rate of 75c for each $1000 of protection. Editor D. O. Groff shows good salesmanship by printing a notice about the policy offer following a story of several automobile accidents in one week.

J. P. COUGHLIN, publisher Waseca (Minn.) *Herald*—"Cuts of candidates for state office are received nearly every day by the *Herald* and promptly consigned to our morgue. Candidates pay for making the cuts, pay the postage, stationery, etc., but expect to get advertising space in the newspaper for nothing. If they fail to realize that it costs money to operate a newspaper plant as well as any other manufacturing plant they are unfit to hold public office. In any event, their features will not appear in the *Herald* before the primaries unless paid for at regular advertising rates."

GIVES CREDIT TO CIRCULATION BUILDERS—The Shawnee (Okla.) *News* printed a good sized write-up of its three women staff members who are responsible for building up a considerable volume of circulation in the southern part of Pottawatomie county. The three women maintain an office, from which two of them work daily in a Ford car, scouring the territory around for news and subscriptions. The third member of the staff writes the news and sends in the subscriptions to the main office. Part of the work consists in canvassing the Indian communities, where, it was said, they often had to use interpreters to make known their mission. Although the Indians themselves cannot read, they subscribe for the benefit of their children.



Yes, Clara

We are still printing those handsome Wedding Announcements for the June Bride

The Tool That Gets Results

A REVOLVER in the hands of an insane man is a serious menace to society, but we do not condemn the revolver for its wild or foolish application.

Advertising can be misused. Like all great forces, it must be planned and directed with intelligence.

In the big job of making business be of service to both buyer and seller, advertising is the best tool that can be used.

Those who have used advertising have seen what it has been able to do in the way of establishing better relations with their customers.

Advertising is as necessary to the bank, particularly the one offering a diversified service, as it is to the retail store.

It is a powerful force and no one deserving the right to apply it to his business should be denied that right.

Manufacturers during the past few years have had an orpportunity to measure as never before the real worth of their advertising.

They have seen their trade-marked lines hold up in sales and their unadvertised goods shrink to a small per cent. of their former volume

Retail merchants can tell a similar story. The number of makes carried of each item has grown smaller until only the best known and most frequently called for are kept in stock. They have learned that that their customers want advertised goods

Sells Readers and Merchants on Advertising

Effectual Display Ads Like This Are Building New Business and Strengthening Pulling Power of Barnesville (O.) Whetstone

◆ ◆ ◆ ◆ ◆ ◆ ◆

A REAL GET-TOGETHER—Following the annual meeting of the Kentucky Press Association, and a summer outing of the Indiana Republican Editorial Association, members of the Indiana Democratic association and Inland Daily members at West Baden Springs, Ind., July 11-13, a joint banquet was held at the Springs hotel. Southern grace vied with Hoosier poetry in exchanging compliments. State and even national boundaries and competitions were wiped out. Especially to a more "northerly" editor, as is the writer—who was honored by being asked to the feast after addressing the Kentuckians—this was an occasion never to be forgotten. It was charming and beautiful in the best sense of the words.

MAKES FEATURE OF FISH STORY—A thirteen year old boy in Richwood, W. Va., caught a 17 inch brook trout within the city limits. The *Advance,* a paper less than one month old, took a picture of the boy and his catch and published a very readable feature story on the front page. The *Advance* publishes "Little Folk Features" every week, in a small department under that name. Locals and personals in the paper are under the snappy standing head reading, "About You and Your Friends."

GIVES PRIZES FOR LOCAL STORIES—The Tichomingo (Okla.) *Johnston County Capital-Democrat* is offering $2 for the best story submitted by a resident of Johnston county on a number of subjects. The first is "My Home Town; Why I Like to Live in It; What Is Needed in the Way of Improvements." The stories are not to exceed 700 words. It is planned to publish as many of the stories as space will permit.

(TURN TO PAGE 56)

Johnsonized

The economical machinery for Printer, Bookbinder, and Typesetter.

Miehle Pony	2 Rev. Press Bed 26 x 34
Miehle No. 1	2 Rev. Press Bed 39 x 53
Miehle No. 3	2 Rev. Press Bed 32 x 44
Premier	2 Rev. Press Bed 36 x 48
Babcock Optimus	2 Rev. Press Bed 29 x 43
Whitlock	2 Rev. Press Bed 29 x 43
Whitlock	2 Rev. Press Bed 35 x 47
Pony Century	2 Rev. Press Bed 25 x 31
Pony Century	2 Rev. Press Bed 26 x 35
Century	2 Rev. Press Bed 30 x 42
Cottrell	2 Rev. Press Bed 43 x 60

These are high grade presses — front delivery — for fine book and job printing or for combination machines.

Campbell	2 Rev. Press Bed 42 x 60
Campbell	2 Rev. Press Bed 32 x 46
Campbell	2 Rev. Press Bed 30 x 36
Campbell	2 Rev. Press Bed 33 x 41
Cottrell	2 Rev. Press Bed 36 x 52
Cottrell	2 Rev. Press Bed 33 x 47
Campbell Economic	2 Rev. Press Bed 39 x 52

These presses are suitable for high grade newspaper and poster printing and some classes of book and job printing.

All sizes and makes of one revolution Drum Cylinder Presses in stock for newspaper printing.

Babcock
Cranton
Cottrell
Scott
Whitlock
Campbell
Potter
Taylor, etc.

Also the cheaper hand and power newspaper presses

Typesetting Machines

Model 5 Linotype
Model 5R Linotype
Model 1 Linograph
Model 1 Linotype
Model 3 Linotype

Multicolor Press and feeder, electric drive — Double Quick Automatic metal remelter — gas.

10 x 15 New Series C&P Gordon with Miller Feeder attached
10 x 15 New Series Chandler & Price Gordon with Kluge feeder attached
All standard makes and sizes of job presses, paper cutters, etc. in stock.

C. I. Johnson Manufacturing Company

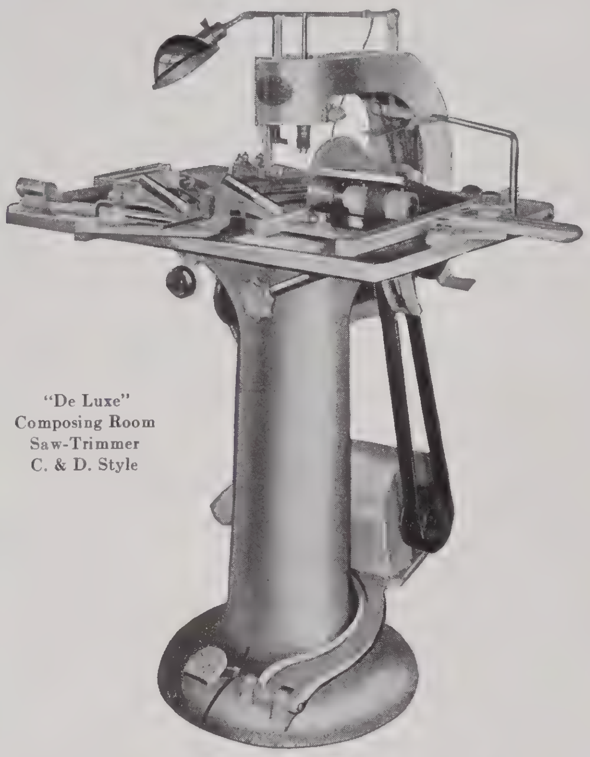
Independent Printers Supply House
Johnsonized Printing Machinery
Complete Printing Outfits in Stock
Service agents for:
Morrison Perfection Wire Stitcher and
Vandercook Proof Presses.

St. Paul, Minnesota

"De Luxe" Efficiency

for the Large Plant Leaves Nothing to be Desired

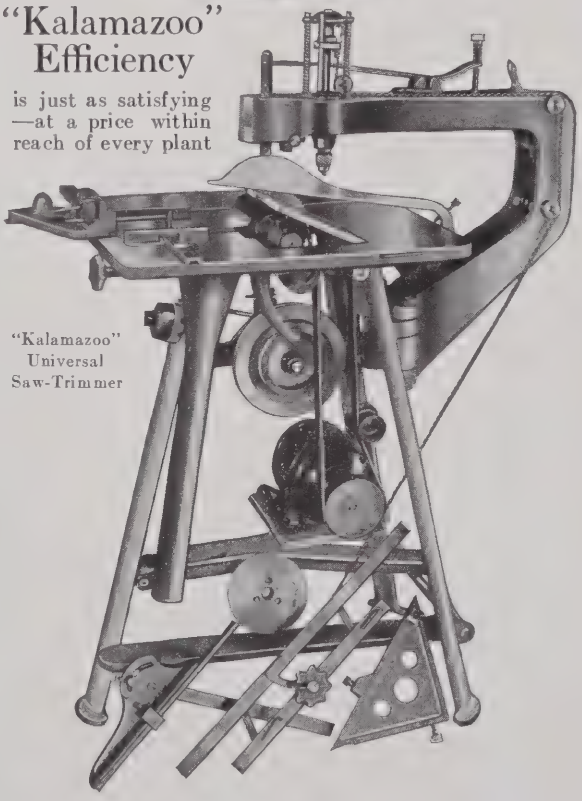
Speed — Capacity — Adjustibility — Mechanical Perfection for every Requirement — none equal it.



"De Luxe"
Composing Room
Saw-Trimmer
C. & D. Style

"Kalamazoo" Efficiency

is just as satisfying —at a price within reach of every plant



"Kalamazoo"
Universal
Saw-Trimmer

J. A. Richards Co., Kalamazoo, Mich.

Pioneer Printers' Saw Builders

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

LOOKING THEM OVER

EDITING—In a Nutshell

By Randolph Patton,
Editor, Saskatoon (Sask.) Star

If I were publishing a country weekly, I would assume that the birth of a litter of pigs in my home town was more interesting to my readers than the divorce of a grand duke anywhere else.

I would constantly strive to develop those open friendships which make it possible to get news over the telephone. I would search out every odd, interesting, capable personality in the district, and tell his neighbors what he is doing with his life, and why.

I would run his picture in the paper, and, if possible, pictures also of his family, his house, and his barn. I would go on the principle that the highest duty of an editor is to assist in the development of personality; a community full of nonentities is a community which has a dumbbell for an editor, a mossback for a school teacher.

I would fight uniformity and compliance, and sheep-mindedness.

I'd make the advertisements as good as the rest of the paper, and I'd make the merchants pay for them—which they would be glad to do, because my paper would be awaited with pleasure and read with profit.

◆ ◆ ◆ ◆ ◆ ◆ ◆

FREE PHOTOS FOR THE BABIES!—All Ardmore babies between the ages of one and two years may have a picture made free, announces a recent issue of the Ardmore (Okla.) *Ardmoreite*. The only requirement is that the parents be readers of the daily edition of the *Ardmoreite*. Orders for the picture are issued at the business office of the newspaper.

BRIDGE IS BOON TO BOONVILLE—You can't escape the knowledge of this fact if you happen to read the souvenir Bridge Number of the Boonville (Mo.) *Advertiser*. Sixty-four pages of live-wire text matter, advertising, photographs, a durable and handsome sepia coated paper cover—all strongly bound and excellently printed—convinces the reader immediately that the building of the bridge across the Missouri river means better business for Boonville. This special edition is undoubtedly one of the finest ever issued by a paper of the size of the *Advertiser*, considered from the standpoint of both content and typography. If you are contemplating a special edition of any kind, write for a copy of this one. It's too chock full of ideas even to start enumerating them.

PASS IT ALONG!—The Belgrade (Mont.) *Journal* desired that its recent Dairy and Agricultural edition reach as many homes as possible, preferably homes seldom visited by the paper. On the front page it printed the following request in a box, conspicuously placed: "Every person, after reading this copy of The Belgrade *Journal's* special Dairy and Agricultural edition, is urged to mail it to a friend in some other section of Montana or in another state.

"This copy contains the "story of Gallatin," and if you love that favored valley and are interested in its welfare, put your paper to work in a sort of endless chain. A one-cent wrapper will do it.

"Should you desire extra copies of this special edition, The *Journal* has some on hand and will supply you as long as they last."

AN EDITOR, AND A MERCHANDISER—"Last week's issue carried exactly a total of 278 separate news items, from two lines to half a column each," writes editor H. M. Butler, Jr., in the Pryor (Okla.) *Mayes County Democrat*. "Sixty headed articles were carried in that issue. This does not include paid locals, display advertising or legal notices. This news was set on a solid 7-point slug which means that subscribers get more reading for their subscription money. Four-fifths of the news is home news. It will be seen by the foregoing record that every subscriber is getting his money's worth when he hands over $1.50 for the county subscription or $2 for an out of the county subscription. Were it not for the advertising the *Democrat* carries, a year's subscription would cost the average subscriber about $40 a year. If the *Democrat* were to print a newspaper for one person in the county the standard your county newspaper has reached, it would cost that one-subscriber around $3,000 a year."

(TURN TO PAGE 58)

"SATISFIED CUSTOMERS"

KEEP YOUR PRESSES HUMMING

-- THEREFORE --

PAPERS OF QUALITY ARE SAFEST TO USE

To Please Your Blotting Paper Customers
Use ALBEMARLE BRANDS–
Backed by 37 Years of Manufacturing Experience

Our Established Brands Are

WORLD – HOLLYWOOD – RELIANCE
ELDORADO – VIENNA MOIRE – ALBEMARLE
HALFTONE – ALBEMARLE ENAMELED

The Albemarle Paper Mfg. Co.
RICHMOND, VIRGINIA
U. S. A.

SPARTAN
TYPE METALS

ECONOMY — DURABILITY

SPARTAN Type Metals are composed of three elements: tin, lead and antimony, carefully alloyed in their true proportions under the personal supervision of an expert metallurgist.

The formulas of the various kinds of Spartan Type Metal are the result of forty years' experience, during which time many improvements have been made not only in the formulas, but in the method of production as well.

FOR
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype Electrotype

MERCHANT & EVANS CO.
PHILADELPHIA
Since 1866

Ask "NPJ", Booth 40

National
Printer-Journalist

The Magazine for the Newspaper Publisher and the Printer

OUR Booth at the Graphic Arts Exposition will look after your Wires, Dictation, Letters, Errands around the Auditorium, etc.—"NPJ" wants to add to your comfort and convenience all through the Big Show

LOOKING THEM OVER

NEW IDEA IN DIRECT MAIL ADS—The Richmond Type & Electrotype Foundry of Richmond, Va., struck gold while prospecting with new ideas in direct mail advertising. On the envelope in which the company sends out its blotters is printed this line: This envelope contains two blotters and a check payable to (name of adressee)." An arrow leads the eye directly to the address and connects it with the phrase. The "check" inside is a dummy, made out to "Any Good Printer" for "Service on Electrotypes, Machinery and Printers Supplies." Outside of the misspelling of the word "promptly", the folder is perfect, as a work of typography and as a real message.

MAKES RESTAURANT SUCCEED—Jacob Leedy, proprietor of a cafe in Tahoka, Texas, decided to succeed. He enlisted the brains of his local newspaper editor, R. B. Haynes, of the *Lynn County News.* They decided that novel, different, mostly humorous copy, changed every week, was the best bet in advertising. The first week's copy, produced by their joint efforts, was based on this line: "Don't divorce your wife because she can't cook—Eat here and keep her for a pet." Subsequent weeks copy of this kind was run, with the result that Leedy gained state-wide fame as a clever advertiser and also as an excellent restaurateur.

BOOSTING SUMMER ADVERTISING—The Madison (Wis.) *State Journal* published a very reasonable and convincing editorial boosting summer advertising by local firms. Some of the arguments used were: Transients like to purchase articles as remembrances of their visit. It is more economical to buy advertising and turn over stock than to let summer stock stay on the shelves during winter. Summer advertising gives the impression that the firm is on the alert for good bargains for its customers. The practice of large city stores is to use an amount of advertising in summer equal or nearly equal to that for the winter months.

OCTOGENARIAN EDITOR CELEBRATES—G. M. Francis, editor of the Napa (Cal.) *Daily Register* recently celebrated his eightieth birthday anniversary. He has been a printer-journalist for fifty-four years. Mr. Francis received congratulations from scores of fellow newspapermen, and from hundreds of friends in various parts of the United States. A reception in his honor was attended by almost the entire personnel of the city's executive, legislative and judicial departments, nearly all of the clergy and several prominent business men. Two monstrous cakes placed on his desk greeted editor Francis when he came to work on the morning of his birthday.

SAYS GOOD WORD FOR TRADE MAGAZINES—Writing on the subject of "Making a paper pay in a town of less than one thousand people," James S. Turrentine, of the Highland (Kan.) *Vidette,* says: "I do it by studying the methods of successful fellow publishers." John H. Craig, editor of the *Rural Press Sheet,* published by the South Dakota State College, adds comment to this statement. He says: "We all learn by the same method. Were we starting over again, the first thing we would do would be to get two or three of the best papers in the state on the exchange list even if we had to subscribe for them, and subscribe for one or two good printers' magazines. When one knows what the successful publishers are doing 'the path is made plain, that otherwise lies hidden in darkness.' "

N. E. A. AWARDS—Following is the list of newspapers and editors who were awarded prizes at the N. E. A. convention at Oklahoma City: Best editorial page—First, Geneva (Nebr.) *Signal,* F. C. Edgecombe, editor, (Silver cup awarded by Wallace Odell); second, Ada (Okla.) *Evening News,* W. D. Little, editor; third, Wareham (Mass.) *Courier,* L. C. Hall, editor. Best paper in community service—First, Houlton (Me.) *Times,* Charles H. Fogg, editor, (Silver cup awarded by *The Editor & Publisher*); second, Quakerstown (Pa.) *Free Press,* Charles M. Meredith, editor; third, Hartington (Nebr.) *News* J. P. O'Furey, editor. Best front page make-up—El Reno (Okla.) *American,* E. S. Bronson, editor, (Silver cup awarded by *The American Printer*); second, Quincy (Cal.) *Plumas National Bulletin;* third, Walker (Minn.) *Pilot,* Howard Samuelson, editor.

DETAILS BUILDING OPERATIONS OF NEW HOME—The Milwaukee (Wis.) *Journal* is building a new four-story home and in order to let its readers know how the building operations are progressing and to impress them that the new place will be one of the finest in the country, both as a newspaper plant and as a "community service" medium, each important progression in the construction is described. The news of the story is usually accompanied by a description of the features of the structure when completed.

(TURN TO PAGE 60)

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

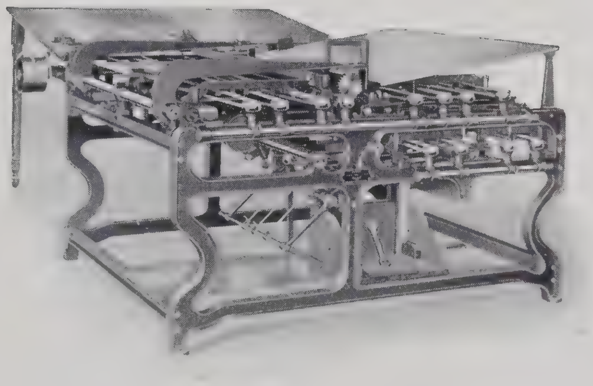
The Boston Post is one of many newspapers using the Rouse Rotary Miterer. It is Motor Driven

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

You may order this machine on approval.

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO
"BUILDERS OF PROFITABLE FOLDING MACHINERY"

In Use Since 1780

Backed by 144 years of experience and constant research. Huber's Colors are unequalled in clearness, strength, and uniformity.

Their use insures economy.

For Better Printing Results

HUBER INKS

J. M. HUBER, INC.
Manufacturers of
PRINTING AND LITHO INKS

Convention Headquarters
WISCONSIN HOTEL

Cuts Composing Room Costs!

Reducing overhead costs increases production profits. Maximum production and uniform product of composing machines can only be had with the aid of an electric metal pot.

FORTIFIED INTERCHANGEABLE ELECTRIC POT for Linotype, Linograph and Intertype solves the slug-casting problem perfectly. Fortified Electric Monotype Pot does the same for the type-casting machine.

HANDY HELPER *for* COMPOSING MACHINE OPERATORS
FORTIFIED MFG. CO. KANSAS CITY, MO

is a wonderful book of helpful knowledge containing information about how to adjust machine troubles, metals, formulae, "toners," shortcuts and safeguards. It's a money-maker for the user.

If you do not already have electric pots write for this booklet. It is free to you.

FORTIFIED MANUFACTURING CO.
14th and Agnes Avenue Kansas City, Mo.
"Fortified Means Satisfied"

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

LOOKING THEM OVER

The Manuscript Reader

By NELLIE B. MACE

ALL DAY he sits within his quiet room,
Each vagrant wish suppressed, his practiced eye
Quaint tales it reads; tracts, poems, paragraphs;
Reams upon reams, bearing messages—some
Wise and beautiful; some meager, obscure.
With patient sympathy, he reads them all,
Appraising them, in even kindliness,
Available or unavailable.
And as he reads, his keen glance glimpses things
That lie in secrecy between the lines—
Mute longings, ardent hopes, and vanities.
Sometimes he pauses, idly fingering
A screed; and themes, as faint sweet melody,
Drift through his thought—some aspiration he
Would sing, a perfect poem seeking words
The sudden flame of inspiration gleams
A moment and is gone. He turns, instead,
To read the manuscript that waits in course.

—CHRISTIAN SCIENCE MONITOR.

◆

TAKES "MOVIES" OF TOWN—When Westwood, N. J. was visited by the Johnny Hines Motion Picture Co. as a location for one of the Hines thrillers, the *Westwood News* engaged the camera man to shoot about a reel of scenes around the town. The town's most beautiful streets, the business section, prominent business men and members of the various executive, legislative and judicial offices all came in for their part in the "Drama of Westwood." Halftones of some of the best views were published in the issue of July 4.

SOME TIME, MAY BE!—"Some time a process may be developed which will take the place of type and printing, but it will not be during the time of the printers of today and it is doubtful if printing will ever be eliminated entirely. And in closing we might mention that all the processes we ever heard of for taking the place of printing have been introduced, advertised and promoted by the means of—printing."

—*The Composing Room.*

READING, REASON, PROGRESS—In 1441 printing was discovered. At that time the past was a vast cemetery with hardly an epitaph. The ideas of men had mostly perished in the brain that produced them. The lips of the human race had been sealed. Printing gave pinions to thought. It preserved ideas. It made it possible for man to bequeath to the future the riches of his brain and the wealth of his soul. When people read they begin to reason, and when they reason they progress.

—*Col. Robert G. Ingersoll.*

BE A MAN—Newspapers may not without reason now expect an addition to the large and growing family of professional free space artists. The National Cigar Leaf Association has met solemnly at Lancaster, Pa., and decided that the cigarette evil has become a terrible curse, and that it is time to press-agent the cigar. And the slogan, which will appeal to the youngsters! "Be a Man, and Smoke a Cigar." True, it is promised that a large number of dollars will be spent in advertising, and it is hinted that the newspapers will get a lot of it—but will they?

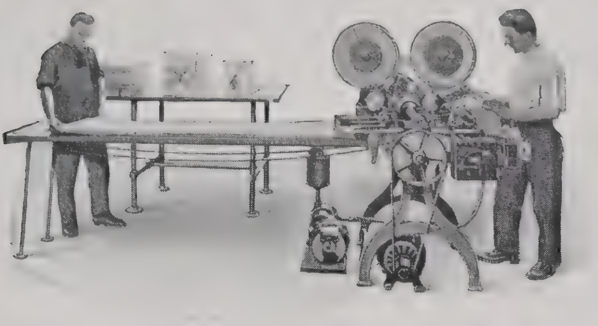
◆

Questions
Assignment VIII.

FOR COST FINDING LESSON, PAGES 46, 48 AND 50

I.—*Define direct expense. Indirect Expense. Fixed Charges. Current Charges.*
II.—*On what basis should overhead costs be distributed? Quote authority.*
III.—*Why is an appraisal desirable, preliminary to the installation of the cost system?*
IV.—*Why should a charge for depreciation be made?*
V.—*What is a proper basis for computing depreciation? Why?*
VI.—*Justify an interest charge on the investment.*
VII.—*Explain method of distributing the rent charge to departments?*
VIII.—PROBLEM.—*In a certain plant the total floor space is 40x60. The annual rental is $840. The amount of space occupied by the various departments is as follows: M. C., 6x12; H. C., 19x29; H. B., 12x15; M. B., 10x12; J. P., 10x18; C. P., 17x20; Stock room 10x12. The balance of the space is occupied by office, toilets and desk of foreman. Distribute the monthly rental charge to departments.*

A Pollard-Alling Automatic Machine In Operation



Capacity 1,000 to 12,000 publications per hour

WHETHER your needs require 3,000 addresses an hour or 30,000, there is a Pollard-Alling "Speed" machine which will address as perfectly as a typewriter and so economically you can't afford to use any other system.

It is easy to make changes in list, to eliminate kills, etc.

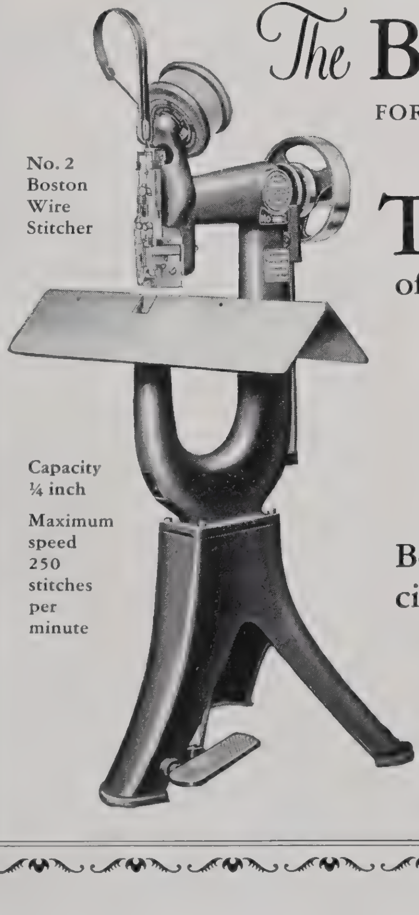
The Pollard-Alling prints addresses on labels, wrappers, envelopes or publications with astonishing speed.

Write for particulars stating number of names on your list, type of mailing and speed requirements

Pollard-Alling Manufacturing Company
218-226 West 19th Street, New York City, N. Y.

The BOSTON Wire Stitcher Line

FOR MANY YEARS THE LEADER IN THIS CLASS OF MACHINERY



No. 2 Boston Wire Stitcher

Capacity ¼ inch

Maximum speed 250 stitches per minute

THE Boston Wire Stitcher is made in single head and multiple head models and covers every requirement of the modern printing office and bindery.

THE FOLLOWING SIZES ARE USUALLY IN STOCK FOR PROMPT SHIPMENT:

No. 1	Capacity ⅛ inch, power	No. 10	Capacity ¼ inch, small box
No. 2	Capacity ¼ inch, power	No. 11	Capacity ³⁄₁₆ inch, textile
No. 3	Capacity ½ inch, power	No. 15	Capacity ½ inch, box
No. 4	Capacity ½ inch, power	No. 16	Capacity ¼ inch, calendar
No. 5	Capacity ½ inch, foot power	No. 17	Capacity ¼ inch, multiple
No. 7	Capacity ⅞ inch, power	No. 18	Capacity ½ inch, multiple

Boston Stitchers have every convenience for commercial demands, and the quality of product is unequalled.

AMERICAN TYPE FOUNDERS COMPANY
GENERAL SELLING AGENT

Also sold by BARNHART BROS. & SPINDLER

GARAMOND BOLD VANITY LOGOTYPE CLELAND BORDER

EXHIBIT OF PRINTING
AND
BOOKBINDERS MACHINERY
IN NEW YORK CITY

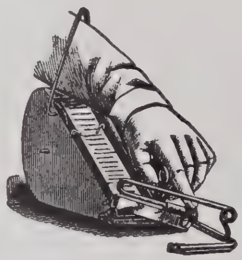
at the

HOFFMAN TYPE AND ENGRAVING CO.
114 East 13th Street, New York City

Before and after the Milwaukee Exposition, do not fail to call on us. 10,000 square feet filled with printing and bookbinder's machinery.

Demonstration of Machinery

"Krause" Paper Cutters — Embossing Machines, Round Cornering Machines, Shears, etc.
"Monopol" and "Tip Top" Printing Presses Half and Full Automatic.
"Brehmer" Stitching, Sewing Machines, etc.
"Keese" Full Automatic Seal and Tag Machines.



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST BUFFALO, N. Y.

"*NPJ*" Viziter : : August 1924

News Letters, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers of "NPJ"* are welcomed.

Typical of the progressive spirit of the exhibitors at the Milwaukee Graphic Arts Exposition, Aug. 18-23, and giving a taste of the flavor of the entire huge project, is the 6-space showing of the F. Wesel Manufacturing Co., advance information on which reached *"NPJ"* just prior to this issue.

This company will show a new stereotyping machine that promises to attract the interest of every printer and publisher who employs the sterotyping process in any way, embodying a new principle, and to be advertised as "doing the work of two machines in a newspaper office." Points in the advance story on this showing include:

The new Wesel machine is a vertical pressure press with a capacity of about 1,200 tons and (if wet) it dries the matrix as well as molds it in the same operation. Many printer-journalists have complained of lack of the right kind of pressure in dry mat work, and the new device is intended to meet this.

Another division the F. Wesel company recently entered has to do with "photo lith" or offset printing. The showing at Milwaukee will reveal a complete equipment, it is stated, for the production of the offset plate, with extreme simplicity as the big feature. Demonstrations will be given.

Two other features of the showing, it is reported, will be two new things for the photo-engraver. Thus the F. Wesel exhibit not only covers a proportion of space commensurate with the international show at Milwaukee, but is fully in line with the multi-educational the Expo management has sought for.

◆

J. MAURY DOVE—The recent death of the president, for 32 years, of the Lanston Monotype Co., revives many memories of the steps in the development and promotion of the Monotype. It was his desire, as one of his co-workers writes, "to contribute something of worth to the printing industry; in forty years he never took a vacation, and was available at any time day or night to direct and assist department heads and employes of his company." Mr. Dove not only controlled personally the destiny of the Lanston Monotype Machine Co., but also owned a large coal business in Washington, D. C., and was owner of the Shoreham Hotel.

ACCURACY—The greater need for even greater accuracy in all phases of journalism and printing is recalled in reading a recent sales promotion folder of the Champion Coated Paper Co., which says: "How small is a gnat's eye-brow? Pretty small, all right. But it is a sawlog alongside something that is only 1-4000 of an inch in thickness. Imagine an inch divided into 4,000 parts. You can't do it!" Yet no less "fussy" is the implication of this wonderful word, Accuracy, for the printer and for the news and advertising writer.

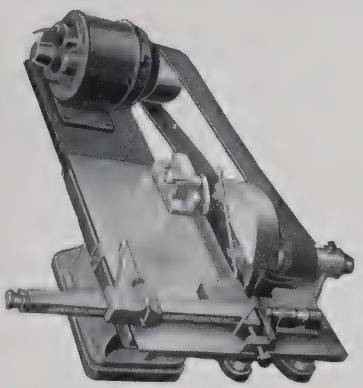
CASLON LIGHT IN SMALL SIZES—Ludlow has issued announcement of 1-L Caslon Light, available in 6, 8 and 10-point sizes. Nine Ludlow typefaces now have been carried down through the smaller sizes. They are Cheltenham Bold, True Cut Caslon, Number 11-L, Caslon Bold, Caslon Light, Cheltenham Wide, Square Gothic, Medium Condensed Gothic and Lining Plate Gothic.

CHRISTMAS SEALS—Three carloads of gummed paper will be used for the 1924 seals, sometimes called the "tuberculosis seal". The offset process will be used entirely. These three firms will do the work: Strobridge Litho Co., Cincinnati; Edwards & Deutsch Litho Co., Milwaukee and Chicago, and the U. S. Printing & Litho Co., Brooklyn.

Foldwell "Split-Color"—Book cover and writing papers are announced, the booklet being entitled "Something Entirely New in Coated Papers." The papers are divided half and half in white and tint, the tint and white on one side backing the white and tint on the other. The printer runs a work-and-turn form, producing a piece with colored stock on one, and tint stock on the other side.

(TURN TO PAGE 64)

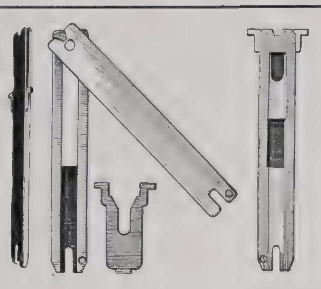
The Machine That Will Do All Your Work At Less Cost!



Standard S.-H. Saw Trimmer

The Standard S.-H. Saw Trimmer will do nearly all the work of the more expensive machines. It will **saw, trim,** bevel, miter and outer-mortise.

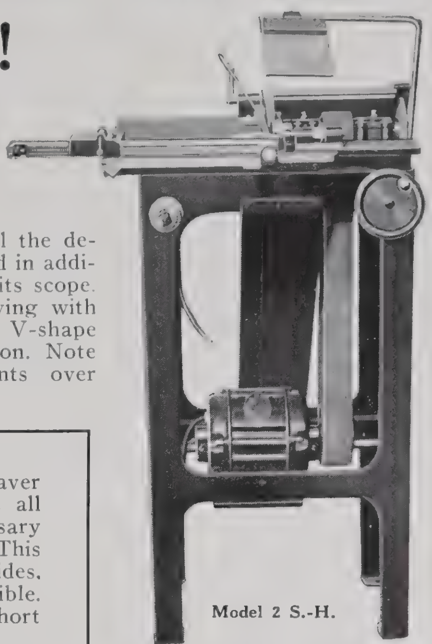
The Model 2 S.-H. Saw Trimmer has all the desirable features of the Standard Model and in addition has attachments that greatly widen its scope. It can be raised or lowered; motor moving with saw assures proper tension of belt. The V-shape in table assures accuracy and lessens friction. Note illustrations for the many improvements over other makes.



A Revolution in Spacebands

The greatest improvement and money saver for the linotype ever made. Eliminates all cleaning, which formerly was daily necessary to prevent the crushing of matrix walls. This space-band has a moving slide on both sides, making accumulating of metal impossible. Bound to replace the old kind in a short time. Price only $1.75.

NOTICE—All of these Patented Spacebands sold prior to July 5, 1924, will be exchanged for latest model Free of Charge.



Model 2 S.-H.

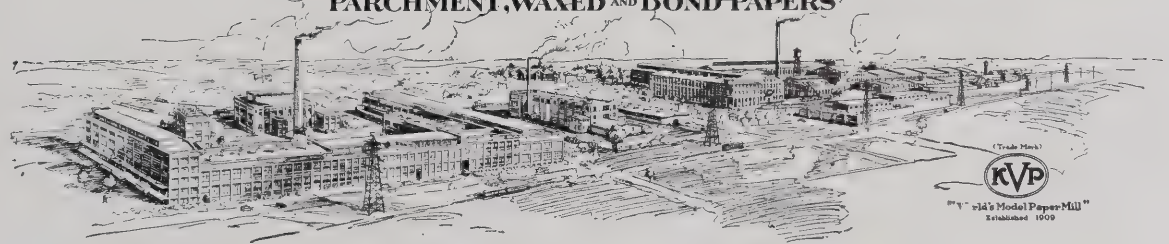
Descriptive Circulars,
Terms and Prices
Supplied on Request.

Schuyler-Hildman Saw-Trimmer and Linotype Supply Co.

160 NORTH WELLS STREET
CHICAGO, ILLINOIS

KALAMAZOO VEGETABLE PARCHMENT CO.

Manufacturers of
PARCHMENT, WAXED AND BOND PAPERS



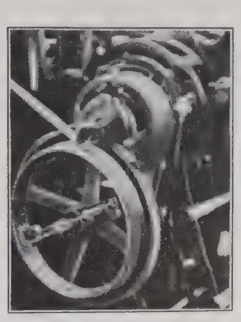
KALAMAZOO, MICHIGAN

K V P Bonds—

Offered to the printing craft in six standard colors, in combination with white, which affords a complete selection to the buyer of letterheads, office forms and general business stationery.

KVP BOND

GLENDALE BOND



CUSHMAN IMPROVED OFFSET MOTOR

Saves from 30 to 50% of your operation cost.

It Fits Perfectly
any
Linotype
Intertype
Linograph

Over 7000 Cushmans in Daily Use

It is your best insurance against delays from faulty operation of your type-setting machine.

The patent feature of the Cushman Offset Motor makes it the most reliable and efficient motor in the world.

Write now for further information and prices

CUSHMAN ELECTRIC CO.
CONCORD, NEW HAMPSHIRE

Turning Sales Possibilities
into the
Gold of Gain

"Make up your mind that all businesses are alike, no matter how various may be the products—a printer should think in terms of selling, not mechanics."

Those statements are but two high-lights among many in a straight-from-the-shoulder talk based upon years of success, by

Charles Austin Bates

in the July number of The Printing Art. Mr. Bates began at the bottom and long ago reached the top. He speaks to you as a practical printer through his article in the July Printing Art. You will find his ideas sensible, usable and profitable.

There are so many other articles, all worth while and written by practical men just to help you in the 100 pages of this number that the 40 cent (45c in Canada) price is almost ridiculous. Some of the suggestions have a possible value to you of hundreds of dollars. Better send in the forty cents in U. S. Stamps or coins before it is too late.

The Printing Art
Dept. C
End of University Road
Cambridge, Mass.

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 62)

Business Frogs

A FROG jumps readily enough when put in warm water, yet a frog can be boiled to death without knowing it if the water is heated slowly enough.

IN certain psychological experiments at Yale, water was heated at the rate of thirty-six ten-thousandths of a degree Fahrenheit per second.

THE frog never moved and at the end of two and one-half hours was found lifeless.

THERE are thousands of business frogs. They are not sensitive to business changes. They are being slowly boiled to death by the imperceptible degrees of change taking place in the businesses in which they are engaged.—*The Spade.*

◆ ◆ ◆

LOTS OF FUN AND A GOOD AD—The editor has just received from Cincinnati a "Mystic Oracle" card-folder. It's a most fascinating game. On the third page is a movable disk. It contains twelve questions, such as: "What Cleans Cuts and Type?" "Pressman's Best Friend" "Best Halftone Black?" and so on. One turns the disk until the question comes under an arrow printed at the margin. Then the folder is closed. On the front is another disk, with a metal arrow. This arrow, as the folder closes, moves mysteriously to the answer. Following the foregoing questions, the metal arrow answers the questions: "Kleankut"; "P. B. F. Cabinet"; "Scientific Black". How does it work? I won't tell. You can find out, I am sure, by writing to Ault & Wiborg Co., whose name is on the back cover.

NEW NELSON POWER JUNIOR MODEL PUNCH

A New, Modestly-Priced Equipment With A Number of Attractive Features, Described in Bulletins Issued by C. R. & W. A. Nelson, Inc., Chicago, on Request.

EAGLE-A ANNOUNCEMENT ASSOCIATION—Following a three-day sales conference at Holyoke, Mass., with splendid entertainment as well as earnest business sessions, these officers were elected: James Sweet, Lasher & Lathrop, Inc., New York, president; R. E. Kreimer, Whitaker Paper Co., Cincinnati, first vice-president; H. J. Callaghan, Bradner Smith & Co., Chicago, second vice-president; Roy Nitterauer, R. M. Myers & Co., Buffalo, third vice-president; George Clerk, Hudson Valley Paper Co., Albany, secretary.

CHARLES F. CLARKSON WITH S. & V. CO.—The Sinclair & Valentine Co., New York, announces that Mr. Clarkson, formerly sales manager for one of the largest ink houses in the East, has joined its organization as director of sales promotion. Mr. Clarkson is well and favorably known all over the country, and is to be congratulated on making his new connections. He is an expert in printing and lithographic inks and allied processes.

PERMANENT DISPLAY—Announcement is received of the Printing and Allied Trades Offices and Permanent Display in the Transportation Building, Chicago. It is a co-operative office, headquarters and display enterprise. A number of manufacturers' agencies are going into the building.

(TURN TO PAGE 66)

THE INCREASING use of *Westvaco* Mill Brand papers for high-class catalogues is a fitting tribute to the sales-value of the finest printing that can be produced. Every facility of laboratory and pulp mill is concentrated on making the name *Westvaco* synonymous with Quality paper.

WEST VIRGINIA PULP & PAPER COMPANY · NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company

◆

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	Bradner Smith & Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	Beekman Paper and Card Co., Inc.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
Sacramento	Blake, Moffitt & Towne
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D. C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

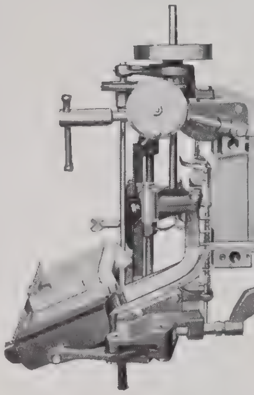
814 WINNEBAGO ST.
MILWAUKEE, WIS.

CUT YOUR COSTS

by Having

MOHR

LINO-SAWS



Cut Your Slugs!

It saves valuable time in make-up. Slugs go to make-up sawed to length without burrs. No time wasted sawing off the blank ends of various lengths. Corrections go from linotype direct to forms — no detour to floor saw.

1500 Mohr Lino-Saws now in use are saving time, labor and money.

Write us for full particulars.

MOHR LINO-SAW COMPANY
564-570 West Monroe Street
Chicago, Illinois.

SELF-FINANCING CIRCULATION CAMPAIGNS

During the past year we have conducted more than 50 self-financing circulation campaigns for weekly newspapers in the East and South.

The AVERAGE gross receipts were $7,118.00; the AVERAGE increase in circulation was 267%.

We can personally conduct a few more campaigns in August. Write or wire for complete details.

The
BRAYTON SYNDICATE
"Bulls Eye Campaigns"

223 Oxford Bldg·Wash·D·C | Suite 500-17 N·La Salle St·Chicago

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 64)

A TEACHER IN TYPE AND CHART—"Using Facts and Figures to Promote Prosperity For Graphic Arts," is a new pamphlet just coming across the *Viziter* Desk. It contains "The Idea and Method of Proving," by Henry M. Ellis, managing director of the Milwaukee Typothetae, Inc.; "The Developed Facts and Figures", by W. M. Metzger, cost director of the M. T., and "The Graphic Presentation", by R. M. Nash. It is pointed out that "if business is bad" investigation is the proper order, to reach rock bottom. "All business is dependent", says Mr. Ellis, "upon the printed products for the promotion of their interests, but as business men we of the printing industry must face the fact and actually realize that the only way to make a profit is to add a profit."

MORE COLUMNS IN NEWSPAPERS?—"*NPJ*" recently printed exclusive news that the Detroit *News* was having its presses rebuilt to take a 9-column page form. A folder of Barnhart Brothers & Spindler entitled "Economy Add-A-Column Newspaper Chases" reveals that the Ypsilanti (Mich.) *Ypsilantian-Press,* the Berkeley (Calif.) *Daily Gazette* and other papers have testified to the advantages they are now deriving from using 8-column chases on tight days, holding down the number of pages. The Barnhart Brothers & Spindler folders give valuable information on the subject for users of Goss Comet, Cox-Duplex Cox-o-Type and flatbed presses. A similar folder describes the use of the Wilson Automatically Registering Chase. still other recent issues cover the Rouse Hand Mitering Machine and Lino Slug Cutter, and the Rosback Perforators.

CAPT. RICKENBACKER GUEST OF PUBLISHER VANDERBILT

Noted War Flyer and Automobile Manufacturer Photographed at Los Angeles (Cal.) News Examining Product of one of the Ludlow Machines in the Illustrated Tabloid Daily Plant; "Eddie" is the First Figure at the Left, and Cornelius Vanderbilt, Jr., is Next.

NEW DISPLAY ROOMS—Firms that have taken space in the *Printing and Allied Trades Offices and Permanent Display* in the Transportation Building, Chicago, include: Ludlow Typograph Co., the Mid-States Gummed Paper Co., Friel & Friel, Golding Division of the American Type Founders Co., and Vandercook & Sons.

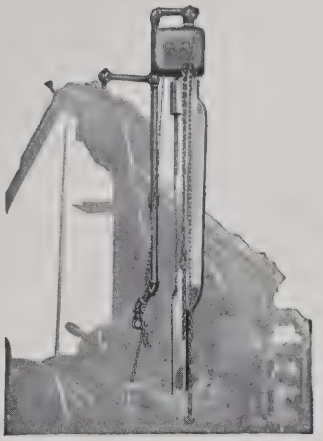
VISIT WITH PUBLISHERS—G. C. Willings, vice-president of Intertype Corporation, attended the Southern Newspaper Publishers Association convention in Ashville, N. C., with F. A. Hill, southern manager; Charles Chidsey, manager sales promotion; J. F. Babington, Virginia and North Carolina representative; and G. R. Grist, South Carolina and Southern and Eastern Georgia representative.

DANGERS OVERCOME—A mailing folder of the Chalmers Chemical Co., Newark, N. J., is entitled "Blinded in Both Eyes—Suppose This Happened in Your Shop?" It warns against using dangerous cleaning compounds for type, etc., and brings out the safety and efficiency of the *Phenoid* Instantaneous Type Cleaner.

(TURN TO PAGE 68)

"That's off my mind for at least ten years!"

—said the mechanical superintendent after MARGACH METAL FEEDERS were installed on every one of his composing and typecasting machines.



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

He could just as well have said "FOREVER" as we are reasonably certain that a MARGACH METAL FEEDER will last indefinitely.

One of the most important requirements to secure correct slugs is to keep the metal at a UNIFORM HEIGHT AND TEMPERATURE. The MARGACH METAL FEEDER does this and more.

Approximately 3,000 MARGACH METAL FEEDERS are now in operation throughout the world, and are giving a splendid account of themselves on Linotypes, Intertypes, Ludlows, Elrods and Monotypes. Installations in a number of the finest composing rooms in the country are our best recommendation.

We also manufacture molds, liners, first elevator jaws, etc., repair space bands and rebuild old molds that have worn down below "type high."

◆

For Further Details and Information Write to

ERICKSON TABULAR MACHINE

Will earn its cost hundreds of times over where the class of composition requires down rules and cross rules. No special mats or molds are necessary. Every font or any combination of faces may be used.

Price $475.00 Complete

MONOTYPE MOLD OILER

Attached in one minute and incorporates advantages never before attained. Does not have to be removed when changing molds. Oil can be fed as desired through either tube and can be shut off when machine is idle. Sight feed cups are the last word in perfection.

Price $10.00 Each

MARGACH MANUFACTURING COMPANY
213-215 CENTRE STREET NEW YORK, N. Y.

SEALING BROADSIDES

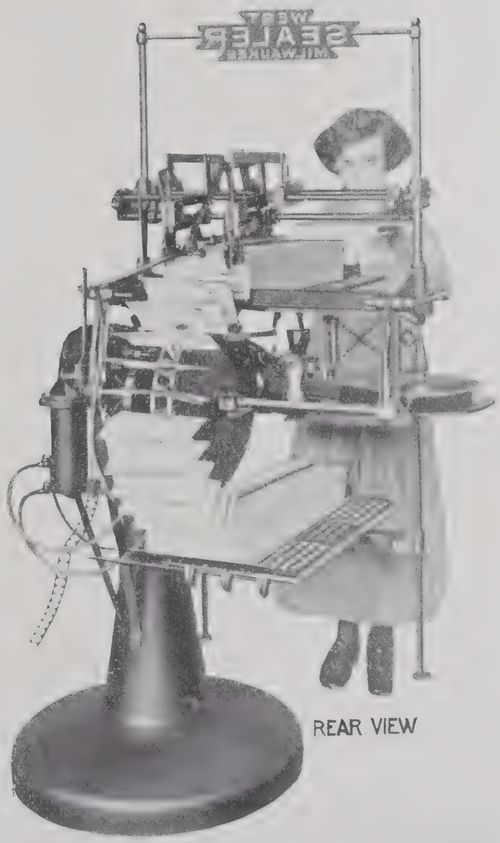
The New Model "E" Automatic

"WEST SEALER"

Attaches stickers to edge of broadsides at the rate of **5500 per hour.** The principle of operation is simple. One operator can feed and off-feed. The construction of the **Sealer** is mechanically right. The work accomplished is uniform, thorough and neat.

WRITE FOR FREE TRIAL OFFER AND SAMPLES OF WORK

¼ H. P. MOTOR DRIVE
Lamp Socket Connection
PORTABLE—ON CASTERS
STRONG and STURDY

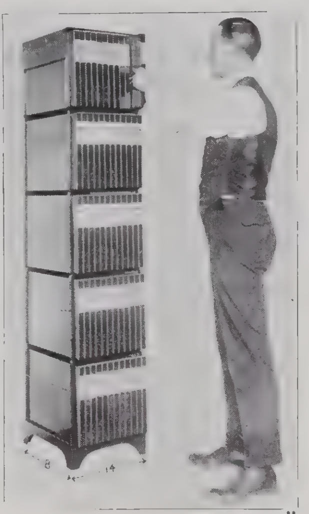


REAR VIEW

WEST MANUFACTURING CO.
137 SECOND STREET, MILWAUKEE, WIS.

SEE IT AT THE SHOW IN MILWAUKEE
AUGUST 18th TO 23rd

GRANT'S VERTIFILE



The New Idea in
Cut Filing Equipment
for
Job Printers
Newspaper Plants
Advertising Dept.
Editorial Morgues

Made Sectional to Accommodate Expansion

See Our Exhibit at the Graphic Arts Exposition. Milwaukee, August 18-23, Booth 93.

We will be glad to tell you all about this big time and money saver, or write for folder.

HARLO R. GRANT AND CO.
2322 Madison Street Chicago, Ill.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

THE "NPJ" VIZITER

(CONTINUED FROM PAGE 66)

PRINTER'S ALBUM, *Challenge Machinery Co.,* Grand Haven, Mich.—An apprentice lost his interest. Instead of letting him go and wasting the training already done, "the employer first gave the young man a kindly talk in which he pictured a brilliant future for first-class printers. He then handed the apprentice a copy of a well-known printing magazine and offered to have a year's subscription mailed to the youth's *home* as a gift, provided he would promise to read and study each copy. This offer was accepted, and within a few months' time there was a notable improvement in his work. In due course the employer had the subscription renewed, and at the time of this writing the young man is making fine progress at the trade. This is an actual case. The remarkable change was accomplished simply by having the magazine *mailed to the apprentice's home.* As soon as he began reading technical magazines with a real disposition to learn, his interest in the printing art was stimulated, and he was set on the road leading to inspiration and knowledge."

TYPOGRAPHICAL DRESS—Says *"The Ludlow in the World Market"* by the Ludlow Typograph Co., Chicago: "With newspapers and publications all over the world becoming increasingly competitive as advertising mediums, there have been tremendous efforts on all sides to increase circulations. Typographical dress has been one of the things about which the advertising manager has been concerned while performing his part in the race for leadership. Like the dress of the individual, the 'dress' of the newspaper nowadays attracts either favorable or unfavorable attention. Reader interest is stimulated to a remarkable extent in the newspaper with a clean-cut typographical appearance, and greater circulations and increased volume of advertising, and value of advertising space follow." The paper then points out the use of the Ludlow System in effectiveness of typographical dress, and gives examples of its world-wide use.

Evidence!

A few of the many letters received from "NPJ" subscribers from all parts of the country.

"We regard the "NPJ" as the best trade paper which comes to our office. Each issue is full of real value giving ideas."

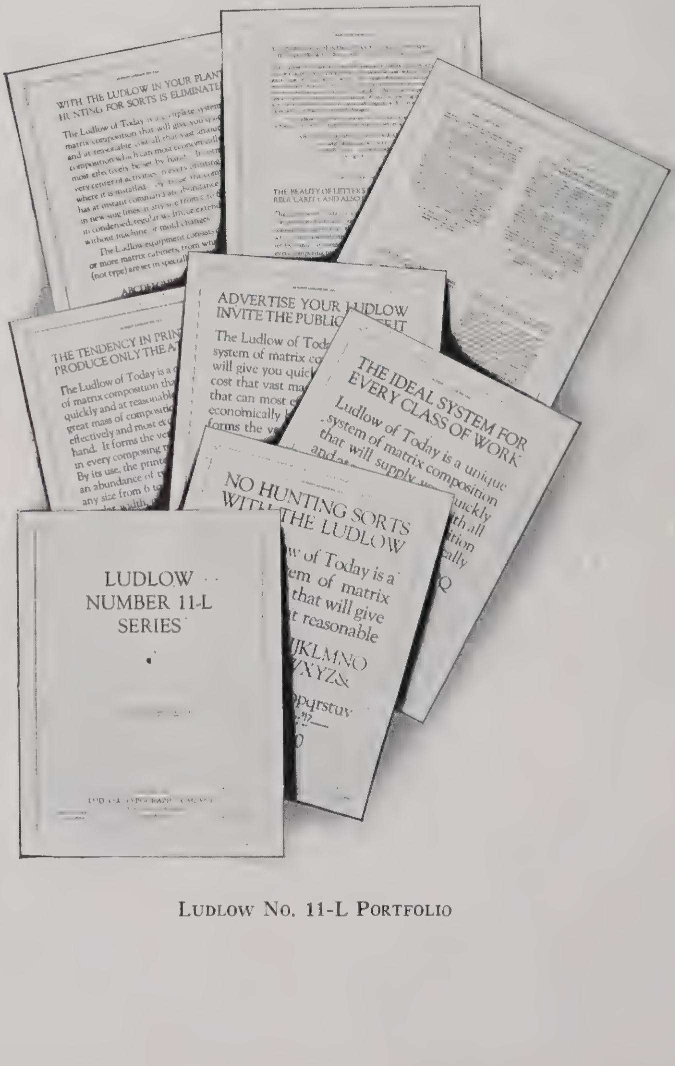
"I have many times secured ideas from your publication that pays for the subscription price many times over."

"Every issue is worth more than the price for one year."

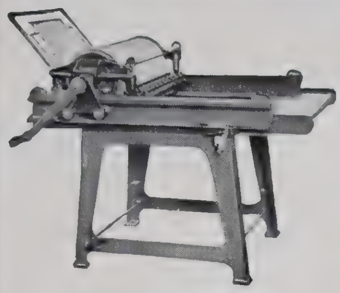
"We are getting more than the value of a year's subscription out of each issue. It is one of the trade journals to which we subscribe, we watch for, and read carefully."

"NPJ" Readers Realize Full Return on Their Subscription Investment.

"It Pays Dividends"


WITH THE LUDLOW IN YOUR PLANT HUNTING FOR SORTS IS ELIMINATED
THE TENDENCY IN PRINTING TO PRODUCE ONLY THE A
ADVERTISE YOUR LUDLOW INVITE THE PUBLIC
THE IDEAL SYSTEM FOR EVERY CLASS OF WORK
NO HUNTING SORTS WITH THE LUDLOW
LUDLOW NUMBER 11-L SERIES

LUDLOW NO. 11-L PORTFOLIO



Composing Room Cylinder

"Who Prove it with Proofs"

No. 21 Roller Series Press

This is the slogan of Fredrick Nelson Phillips, Inc., Typographers, 314 East 23rd Street, New York, who with the very great majority of *real* Typographers in the United States

Use Vandercook Rigid Bed Composing Room Presses

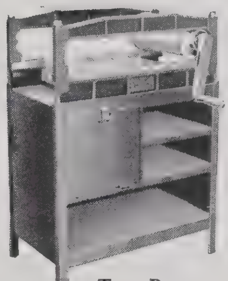
The principles of construction—the care and accuracy with which these principles are built into Vandercook Presses is the one selling force that has caused them to be chosen by those who are "known to know."

No. 20 Roller Series Press

Vandercook & Sons
1716-22 West Austin Ave.
CHICAGO, ILL.

Originators of the Modern Proof Press

Represented by: American Steel Chase Co., New York; Independent Printers' Supply Co., San Francisco and Los Angeles; R. W. Hartnett Co., Philadelphia; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England; Alex. Cowan & Sons, Ltd., Australia and New Zealand.



Truss Press

W. C. HAMILTON & SONS
RIVERSIDE PAPER MILLS

MIQUON, MONTGOMERY COUNTY, PENNSYLVANIA

Ten Miles from the Heart of Philadelphia

MANUFACTURERS OF

BONDS
LEDGERS
WRITING
ENGLISH FINISHED BOOK
BULKING BOOK
MUSIC
HAMILTON'S OFFSET
HAMILTON'S OFFSET COVER
WEDDINGS
WHITE AND COLORED ENVELOPE PAPERS
RAG CONTENT PAPERS

HAMILTON'S OFFSET

DISTRIBUTED BY

Dwight Brothers Paper Co.
626 South Clark St.
Chicago, Ill.

C. P. Lesh Paper Co.
121 Kentucky Ave.
Indianapolis, Ind.

Diem & Wing Paper Co.
Gilbert Avenue Viaduct
Cincinnati, Ohio.

Diem & Wing Paper Co.
Cleveland, Ohio.

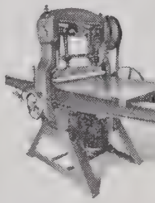
Dwight Bros. Paper Company
275 Milwaukee Street
Milwaukee, Wis.

Garrett-Buchanan Co.
18 South Sixth St.
Philadelphia, Pa.

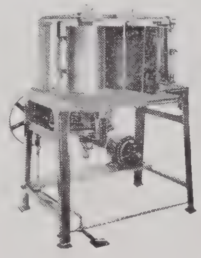
Clarke & Company
225 Fifth Avenue
New York City, N. Y.

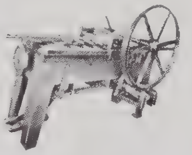
Improve Your Printing of Comics, Tabloids & Magazine Sections

ELGIN PATENT STEREOTYPE MATRIX MACHINE moulds matrices without injury to type. The operation is fundamentally correct. Form is progressively moulded — yielding a super mat. Automatic in operation.


Mat. Machine

ELGIN PATENT BENDING MACHINE. An accomplished fact—bending stereotype plates to precise curvature and accuracy. Plates that have been cast flat, shaved, beveled and nickel-steel faced are curved in one minute. These plates (¼-in. thick) are solid (no ribs), are suitable for jacketed or magazine cylinders, and can be printed on soft or hard packing. Such plates will cling to the press cylinders and will be capable of the finest printing.


Bender


Shaver

ELGIN PATENT FLAT SHAVING MACHINE. Extra heavy and sturdy. Shaves with highest degree of accuracy with Safety Plate Holder. No buckling or cracking of plates. Has inclined raising and lowering bed. Will take thin or thick cut with ease. High speed and fool-proof. The highest type shaver ever offered.

ELGIN PATENT NICKEL-STEEL PROCESS. Insures clean, sharp printing and long runs.

BERTEL O. HENNING SALES AGENCY
608 South Dearborn Street, Chicago, Illinois.

Cline-Westinghouse
Interchangeable
Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE
AND IS INTERCHANGEABLE
Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

PHENOID INSTANTANEOUS
TYPE CLEANER

Test "Instantaneous" on the dirtiest type forms, cuts and fountains in your shop. You'll find it the fastest solvent you have ever used.

Trial Quarts $1.00 Gallons $3.00

CHALMERS CHEMICAL COMPANY
Specialists in Solvents and Detergents for over 20 years
123 CHESTNUT STREET NEWARK, N. J.

BOOKS AND PUBLICATIONS

THE BEATING ENGINE—A beautiful publication by the Champion Coated Paper Co., Hamilton, O., describing in word and fine engravings certain important processes of paper making at these mills.

PITTSFORD'S MANUAL FOR ADVERTISERS—Ben C. Pittsford Co., 431 So. Dearborn St., Chicago, $2.50—Many new features appear in the 1924 edition, just out, a 224-page book, including the addition of new type faces, and latest information on printing, typography, advertising copy, paper stocks, color, and commercial art. The manual surely is a help to the executive, advertising man, and buyer and seller of printing. Its language is non-technical. Complimentary copies will be sent to executives and buyers of printing in the Chicago district, without charge on proper request; it is announced.

LUDLOW NO. 11-L PORTFOLIO—Ludlow Typograph Co., 2032 Clybourn Ave., Chicago—Printed in blue and black with seven 9x12 inch unbound pages and cover, the **Ludlow Number 11-L Portfolio** will take its place among the finer specimens of typefaces in the printer's library. The folder is made up of full page showings of the 48, 42, 36, 30 and 24 point sizes, one page containing the 18 and 14 point specimens, and another displaying the six, eight, ten and twelve point sizes. Added to this portfolio is an advance showing of No. 11-L's companion bold face No. 11-B in the 24, 30 and 36 point sizes. Other sizes complete the 11-B Series from 10 point to 48 point inclusive. The Ludlow company is sending copies of the portfolio on request.

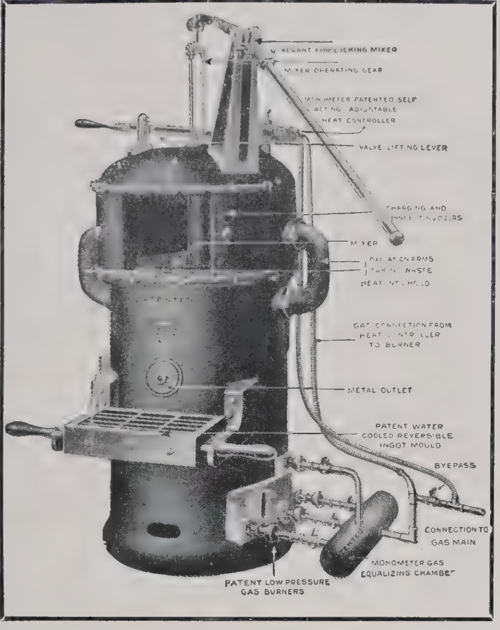
MANUFACTURERS, SERVICES, DISTRIBUTORS

L. L. Brown Paper Co., Adams, Mass.—E. E. Keough appointed sales promotion manager.
John P. Carlson, Inc., Brooklyn, N. Y. (manufacturers of printing ink)—Joseph M. Anderson, formerly with Fuchs & Lang appointed representative.
Gilbert Paper Co., Menasha—Capital stock increased from $600,000 to $1,500,000.
Kardex Sales Co. (Index system) Chicago—T. C. Larter appointed manager Chicago office.
Linograph Co., Davenport, Ia.—Judge James W. Ballinger, counsel, sailed for Europe; to attend to business matters for company in connection with Linograph factory at Darnstadt, Germany.
Milton Paper Co., New York, N. Y.—Moved to 119 W. 24th St.
Paper Mills Co., Chicago, Ill.—New line of Chesterlyn vellum finish paper, bristol, envelopes and announcements, announced.
Phillip Lithographing Co., Milwaukee, Wis.—I. J. Oswald becomes vice-president.
Sabin Robbins Co., Middletown, O.—Henry Junginer joins staff.
Western Newspaper Union, Des Moines, Ia.—A. A. Sorenson appointed branch manager.
Western Newspaper Union, Sioux City, Ia.—R. C. Cook appointed branch manager.
L. L. Brown Paper Co., New York, N. Y.—Office moved to Room 1789, Woolworth Building.
Lone Star Paper Mills, Commerce, Tex.—Incorporated for $40,000. T. H. Cheeves, George H. Carter, and others.
Shapos-DeBoer Embossing Co., 113 E. Lombard St., Baltimore, Md.—New company doing a general embossing business.
TriAd Direct Advertising Service—600 W. Jackson Blvd., Chicago, Ill.—Plan formation of national advertising service department for aiding printers and customers to prepare direct-by-mail literature.
Western Newspaper Union—S. M. C. Browne has succeeded J. S. Hodge as resident manager, Pittsburgh (Pa.) branch.

NEW ENTERPRISES, OFFICES AND PLANTS

Hartford (Ark.) Herald—E. M. Bartlett.
Azusa (Calif.) Journal—C. O. Broxon Publishing Co.
Delhi (Calif.) Record—Weekly.
Gridley (Calif.) Herald Publishing Co.—W. D. Burleson.
Huntingdon Park (Calif.) Sun.
Pismo Beach (Calif.) Bulletin.
Signal Hill (Calif.) Beacon—Robert M. Durkee.
Zelzah (Calif.) Citizen—Weekly; Berkley Walker.
Vancouver (B. C.) Star.
Groveland (Fla.) Sense, Scents and Sents—Weekly; John H. Stephens and Harry P. Leonard.
Jacksonville (Fla.) Circle—Geo. MacDonough.
Waycross (Ga.) Georgian.
Burnside (Ill.) Pilot—Weekly; Mark Hudson, publisher.
Chicago (Ill.) Sunday Sentinel—Thomas J. Sullivan, publisher.
Elkhorn (Ia.) Elkhorn-Kimballton Review—Enterprise Publishing Co.
Cotton Valley (La.) Herald—Curtis Cannon.
Bemidji (Minn.) Independent.
Granite City (Miss.) News—Daily.
Bowling Green (Mo.) Herald—J. T. Lanigan.
North Kansas City (Mo.) News.
Wilmington (N. C.) Nation's Garden—Monthly agricultural paper.
Scranton (N. D.) Star—Geo. H. Holton.
Dover (N. J.) Evening Mail—Daily.
New York (N. Y.) Daily Mirror.
Excella Pattern Co., Inc., New York, N. Y.—New women's magazine to start Oct. 1; monthly.
Glendon Printing Co., 365 Canal St., New York, N. Y.—Geo. J. Plunkett and Daniel J. O'Neill.
Harlem Printing Co., 300 E. 117th St., New York, N. Y.—John Marano and Dave Branson.
Wireless Printing Co., 38-40 Suffolk St., New York, N. Y.—Joseph Weinberg and Joseph Unger.
Niles (O.) Daily Times.
Benton County (Ore.) Independent—Editor, Don C. Wilson.
Olivet (S. D.) County Seat News—Weekly.
Beaver Dam Printing Co., Beaver Dam, Wis.—Randall E. Howe and William Orr.
Genoa City (Wis.) Broadcaster—Weekly.
Livingston (Wis.) Leader—T. C. Snyder; weekly.
Evansville (Wyo.) Echo—C. Tyler.
Manville (Wyo.) Herald—J. H. Hiatt.
Powell (Wyo.) Daily Tribune—R. T. Baird.

See Our Exhibit of "Monarch Monometer"


QUADRANT FOR LOCKING MIXER
MIXER OPERATING GEAR
MONOMETER PATENTED SELF ACTING ADJUSTABLE HEAT CONTROLLER
VALVE LIFTING LEVER
CHARGING AND INSPECTING DOORS
MIXER
OSCILLATION ARMS
TAKING WASTE HEAT INTO HOOD
GAS CONNECTION FROM HEAT CONTROLLER TO BURNER
METAL OUTLET
PATENT WATER COOLED REVERSIBLE INGOT MOULD
BYEPASS
CONNECTION TO GAS MAIN
MONOMETER GAS EQUALIZING CHAMBER
PATENT LOW PRESSURE GAS BURNERS

Printers Melting Furnaces

In Booth No. 329—Mechanics Hall

Graphic Arts Exposition

Milwaukee, August 18-23, 1924

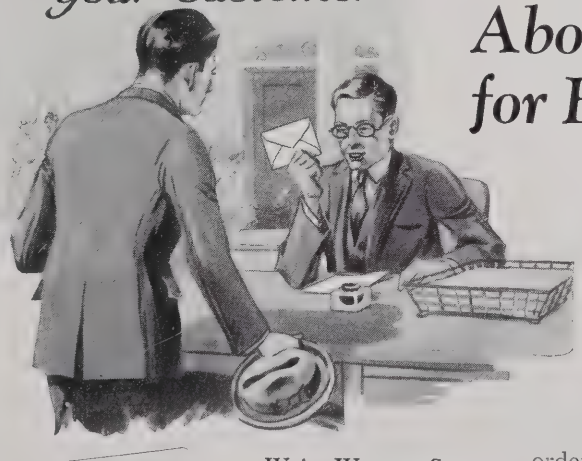
EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

We will operate furnaces Daily showing method of melting—dross saving, and automatic gas control with all Standard Molds.

To those not able to attend we will mail literature on request.

The Monarch Engineering & Manufacturing Co.
1206 American Building, Baltimore, Md.

You and Your Customer



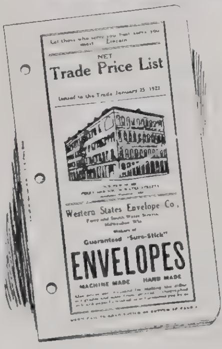
"Here's the Job I Phoned You About—a Rush Order for Baronials"

When your best customer wants a job in a hurry you must be prepared to give him prompt service. Of course, you can't carry every wanted size, kind and color of envelope in stock—and there's no need to, because here's Western States with

A 10,000,000 Envelope Stock

—585 items—all the staple sizes and grades plus several hundred items that others class as "special—made-to-order." We can give you *immediate shipment* out of stock, *at stock prices*, on practically every size, shape, weight, color and kind of envelope that is used in any business.

We'll be glad to send you samples and quotations on any envelope jobs you are figuring on. Prompt, intelligent attention given every inquiry.



NET
Trade Price List
Issued to the Trade January 25 1922
Western States Envelope Co.
Guaranteed "Sure-Stick"
ENVELOPES
MACHINE MADE HAND MADE

Write Western States Today About Two Important Things

1. The handy new Western States price list, listing everything in net figures in most convenient form.

2. Our special layout service for printing backs and fronts of envelopes with valuable advertising matter—a plan that will help you sell more envelopes and get more printing jobs.

We Protect the Trade
W Notched Under Flap Reg. U.S. Trade Mark
Western States Envelope Co. Milwaukee Wisconsin
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

TIME IS YOUR MOST VALUABLE ASSET—DON'T WASTE IT

Cut the Overhead!

Equip with this combination Safety Can and Brush NOW!

SELF FEEDING BRUSH CO.
Savit
BOSTON MASS. PAT 1920
TRADE MARK

Three-Quarters of the Benzine Saved.

Five or Six Operations Reduced to One.

BRUSH YOUR TYPE CLEAN WITH THE "SAVIT" BRUSH

Exact Size 5½x3 **Price, complete, $6.50** Capacity, ⅝ of a Pint

Brushes Replaced at Small Cost

Passes Inspection Everywhere as a Safety Can

Approved by the National Board of Fire Underwriters

SELF-FEEDING BRUSH CO.

143a Federal Street Boston, Massachusetts

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company

Cambridge Springs, Pa.

His Collections Improved

LETTERS FROM OUR READERS

G. E. HUDSON, *publisher* Hespeler (Ont.) *Herald,* writes *"NPJ"*: "Years ago I ran across a poem by Walt Mason, which we printed and enclose with accounts:

PAYING YOUR BILLS

THERE'S nothing more pleasant than paying your bills, than paying your bills at the time when they're due; it sends through your heart most enjoyable thrills, to know that there's nothing charged up against you. You're making the wheels of your village go round, you're giving the workers the best kind of aid, when you dig from your wallet the shilling and pound, and pay up your bills in the palace of trade. You're filling the soul of the merchant with glee, you're bidding the banker to weep never more, you're hanging new wreaths on your family tree, when you pay up your bills at the dofunny store. That man is a hindrance and hurt to his own town, a brake on the wheels of his own neighborhood, who views the collector with withering frown, who doesn't pay up when the paying is good.

"The best success I have had in collections with delinquents is sending bank drafts. The bank charges are small compared to collection agencies.

"I enjoy very much the *'NPJ'*, and when my time is out, send the account and I will renew."

EDWIN A. BEMIS, *Colorado Editorial Assn.,* Littleton, (Colo.)—I am always glad to receive the NATIONAL PRINTER-JOURNALIST and I think it is one of the finest published in the United States. I believe every editor would be very prosperous and have more interest in their business if they would take the opportunity of having it come to them every month.

A. W. WOOD, JR., *Paducah (Ky.) News-Democrat*—"You are to be congratulated on publishing such an excellent trade paper as NATIONAL PRINTER-JOURNALIST. I read it from cover to cover."

Newspapermen's Ad-Pad

They Buy Space; You Sell Space
Watch This Department

ACCOUNTS PLACED

Acme Card System Co., Chicago, Ill.—L. O. Duncan, Chicago.
American Shoe Polish Co., Chicago, Ill.—L. O. Duncan, Chicago.
Benrus Watch Co., New York, N. Y. (wrist watches)—Alfred Austin Advertising Agency, New York, N. Y.
Chicago White Lead & Oil Co., Chicago, Ill.—Mason Warner Co., Chicago.
Cohen, Friedlander & Martin Co., New York and Toledo (women's coats and suits)—Dave Bloch Co., Inc., New York, N. Y.
Concealed Bed Co., Chicago, Ill.—Irving F. Paschall, Inc., Chicago.
Conewango Refining Co., Warren, Pa. (motor oils)—Tiffany-Bayless Co., Cleveland, O.
Dalton Hosiery Mills, Dalton, Ga.—Calvin Stanford Advertising Agency, Atlanta, Ga.
D'Arley, Inc., Chicago, Ill. (toilet goods)—Mason Warner Co., Chicago.
Joseph Day Co., Ridgeville, Ind. (brooms)—Keelor & Hall Co., Cincinnati, O.
Dover Mfg. Co., Dover, O. (electric irons)—C. C. Winningham Adv. Agency, Detroit, Mich.
Fireite Extinguisher Co., Masontown, Pa.—Bellamy-Neff Co., Chicago, Ill.
Percival K. Frowert Co., New York, N. Y.—Robert C. Barr appointed production manager.
Gilpin, Langdon & Co., Inc., Baltimore, Md. (insecticides)—Young & Rubicam, Philadelphia.
Flosmore Mfg. Co., Inc., Cleveland, O. (Flosmore shampoo)—Richardson Briggs Co., Cleveland.
Grob Food Products Co., New York, N. Y. (Oko)—Alfred Austin Advertising Agency, New York, N. Y.
Halldorson Co., Chicago, Ill. (radio sets and supplies)—Bellamy-Neff Co., Chicago, Ill.
Hennafoam Corp., Ltd., Toronto, Ont. (shampoo)—Ferd. T. Hopkins & Sons, New York, N. Y.
A. E. Hill Mfg. Co., Atlanta, Ga. (Hilco radio apparatus)—Calvin Stanford Advertising Agency, Atlanta, Ga.
Johnson-Cowdin-Emmerich, Inc., New York, N. Y. (ribbon manufacturers)—Campbell Ewald Co.
Kalamazoo Stove Co., Kalamazoo, Mich. (furnaces, stoves, ranges)—Green. Cunningham Co., Chicago.
Krenn & Dato. Chicago, Ill. (real estate)—Campbell Ewald Co., Chicago.
Lenzo Co., Philadelphia. Pa. (liquid for cleaning eyeglasses)—Harwood-Cahall Co., Philadelphia, Pa.
Lewis Hosiery Co., Duluth, Minn.—Mattocks-McDonald Co., Inc., Duluth.
Loose-Wiles Biscuit Co., Kansas City, Mo.—Newell-Emmett Co., New York.
Mate Corp., York, Pa. (Argentian beverage)—Campbell-Ewald Co., Detroit, Mich.
Model Homes Co., Cincinnati, O.—Moreland & Stuckenberg, Cincinnati.
Montag Bros., Inc., Atlanta, Ga. (stationery manufacturers)—Calvin Stanford Advertising Agency, Atlanta.

(TURN TO PAGE 74)

Something New in Metal Rules for the *Better* Printers

The Printers Supply Service was established in January 1923 for the express purpose of supplying *better* grade materials for the *better* printers.

We specialize in Hand-Made Metal Rules. These rules are made in strip form and by our process of hand-finishing are superior in printing qualities to any metal rule made.

The finish of this material allows its use in the very highest class of printing and replaces brass rule at a fraction of the cost of the latter.

We have just issued a rule chart showing 280 faces of this material and will gladly send a copy to anybody interested in better printing at less cost.

Send for your copy of this chart — it will show you several "new things" in rules. Also specify if you wish a sample.

Printers Supply Service
719 South Dearborn Street Chicago

Central States Sales Agents

MARGACH METAL FEEDER

For further information see ad on page 67 and send for circular.

Rule used on this advertisement is our No. 1234—12-point combination.

-- Mill Brands --

Water-marked Bond and Ledger Add Power to Your Printing!

We manufacture high grade water-marked bond and ledger papers in a wide range of colors, sizes and substances.

The discriminating printer knows that, to satisfy the requirements of the most exacting buyer, he should stock with

Valley Paper Co.

Bonds and Linen Ledgers

Write Our Nearest Distributor

Albany, N. Y. - - - - - Fischel Paper Co.
Baltimore, Md. - - - - Baltimore Paper Co.
Boston, Mass. - - - Von Olker-Snell Paper Co.
Buffalo, N. Y. - - - - The Disher Paper Co.
Chicago, Ill. - - - - - - LaSalle Paper Co.
Milwaukee, Wis. - Allman-Christiansen Paper Co.
Minneapolis, Minn. - — -The Paper Supply Co.
New York, N. Y. - - - Eastman Paper Co., Inc.
Oakland, Cal. - - - - - - Union Paper Co.
Philadelphia, Pa. Wilcox-Walter-Furlong Paper Co.
Richmond, Va. - - - - - - Virginia Paper Co.
San Francisco, Cal. - - - - Charles A. Kaas.
Export - - A. M. Capen's Sons, Inc., New York.

Valley Paper Company, Holyoke, Mass.

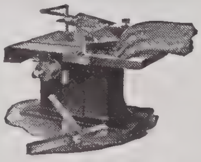
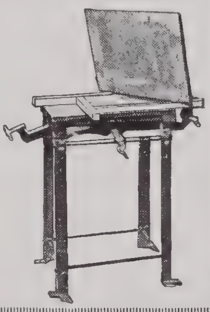
A full-size, highest grade, standard Typewriter with a keyboard similar to the Linotype, Intertype and Linograph. Price $95 f. o. b. factory.

The LINOWRITER is the best letter-writing machine for the publisher and printer. WHY MEMORIZE TWO keyboards?

The Linowriter is indispensable for teaching keyboard instruction in Vocational Printing schools.

Satisfaction Guaranteed.

EMPIRE TYPE FOUNDRY
Delevan, N. Y. Buffalo, N. Y.



THE MARVEL-O
ALL METAL PRINTERS BENCH SAW
Price Complete $34.50
Saws, Miters—Guaranteed
A ¼ h. p. motor will operate saw to capacity

THE EAS-O MAT MAKER
Makes Mats Of Standing Type Forms
Price Complete $37.50
This will help you cut down composition costs and put your type back into your cases for other use.
Will Pay for Itself in a Few Weeks.
Sold on Monthly Payment Plan if desired.
We Manufacture the Simpl-O Caster—
Price $72.50 Complete
Write for Literature.
SIMPL-O CASTER CO.
614 Park, Bld., Cleveland, O.

TYPES
THAT TALK
Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

NEWSPAPERMAN'S AD-PAD

(CONTINUED FROM PAGE 72)

Niagara Wall Paper Co., Niagara Falls, N. Y. (Blue ribbon wall papers) —Richardson-Briggs Co., Cleveland.
Pacent Electric Co., New York, N. Y. (radio parts)—Foote & Morgan, Inc., New York City.
Princell Pat, Ltd., Chicago, Ill. (toilet requisites)—Erwin, Wasey & Co., Chicago, Ill.
Quaker Oats Co., Chicago, Ill.—Geo. L. Dyer Co., Chicago.
Rauland Mfg. Co., Chicago, Ill. (All-American radio products)—Thos. M. Bowers Advertising Agency, Chicago.
Royal Typewriter Co., New York, N. Y.—Dorrance, Sullivan & Co., Inc., New York, N. Y.
Schickerling Products Mfg. Co., Newark, N. J. (Schickerling tube, radio products)—Foote & Morgan, Inc., New York, N. Y.
Schutter Johnson Candy Co., Chicago, Ill.—Geo. L. Dyer Co., Chicago.
Scripto Mfg. Co., Atlanta, Ga. (multi-lead pencils)—Calvin Stanford Advertising Agency, Atlanta.
Silkose, Chicago, Ill. (women's hosiery)—Sehl Adv. Agency, Chicago.
Smartsilk Hosiery Co., New York, N. Y.—Alfred Austin Advertising Agency, New York, N. Y.
St. Louis Seed Co., St. Louis, Mo. (seeds, bulbs, and poultry supplies) —Philip J. Gray, Chicago, Ill.
Smith Motor Equipment Co., Cleveland, O.—American Advertising Co., Cleveland.
Southern Chain Battery System, Inc., Nashville, Tenn.—Calvin Stanford Advertising Agency, Atlanta, Ga.
Sutcliffe Co., Louisville, Ky. (radio and sporting goods)—Chambers Agency, Inc., Louisville, Ky.
Vitrolite Co., Chicago, Ill.—Geo. Batten Co., Inc., Chicago, Ill.
A. E. Wright Co., Chicago, Ill. (Mayonnaise dressings)—Brandt Advertising Agency, Chicago, Ill.
Carloyd Radio & Electric Co., New York, N. Y.—Butler-Klingenfeld Co., New York City.
Bell & Gossett Co., Chicago, Ill. (new water heater, "Unitem")—Oliver M. Byerly, Cleveland, O.
Fulton Bag & Cotton Mills, Atlanta, Ga.—Calvin Stanford Advertising Agency.
May Oil Burner Corp., New York, N. Y.—Foote & Morgan, Inc., New York.

NEW AGENCIES

Felshea Co., Inc., 159 N. State St., Chicago, Ill.—Maybell Shearer, Joseph T. Shearer and Emil Feldman.
Carlisle N. Greig, Los Angeles, Calif.
William Douglas McAdams, Chicago, Ill.—New agency by William Douglas McAdams, formerly vice-president of Williams & Cunnyngham.
Smith Paulson Advertising Service, Inc., 400 N. Michigan Ave., Chicago, Ill.—Alfred Klarecki, Geo. B. Weiss, Jack Ades.
C. H. Townsend, Inc., Los Angeles, Calif.—C. H. Townesend and W. Austin Campbell.
Clark Collard Co., Chicago, Ill.
Holmes-Thompson, Inc., Montreal—Charles Holmes and Frank Thompson.
John H. Miller Advertising Agency, 216 Market St., Newark, N. J.
Mueller & Grinstead, San Antonio, Tex.—Charles P. Mueller and Doyle Grinstead.
Joseph Schmidt Advertising Agency, Keith Bldg., Cincinnati, O.—Joseph Schmidt, formerly advertising manager for Mabley & Carew Co.
Stowell & Sinsbaugh Los Angeles, Calif.—President, Miss N. K. Stowell; sec'y, Louis Voss; treasurer, Miss Lucy D. Sinsbaugh.
Charles W. Wrigley Co., Chicago, Ill.—Outdoor advertising organization by Chas. W. Wrigley.

AGENCY CHANGES

Bellamy-Neff Co., Chicago, Ill.—E. E. Willis becomes account executive.
Dorland Advertising Agency, Atlantic City, N. J.—Bought W. M. Riddick Co., Jacksonville, Fla.; to become Jacksonville branch office.
Henry B. Flarsheim Co., Cincinnati, O.—G. V. Rockey becomes head of copy and contact department.
Hannah-Crawford, Inc., Milwaukee, Wis.—Office opened at Green Bay. R. C. Breth appointed manager.
Hannah-Crawford, Inc., Milwaukee, Wis.—E. F. Zeisig joins staff as account executive.
John S. King Co., Inc., Cleveland, O.—Carl Brinkban, formerly with Fuller & Smith, becomes art director.
Lewis Advertising Corp., New York, N. Y.—William R. Francis becomes general manager and account executive.
Miller, Black & Lewis, Inc., New York, N. Y.—Albert Lefcourte appointed art director.
Procter & Collier Co., Inc., Cincinnati, O.—Opened New York office July 1.
R. E. Sandmeyer & Co., Chicago, Ill.—Staff re-organized. General manager, Robert N. Staggers; Herbert William Schild, production manager; Earl J. Jones, art director; E. L. Jeaumaire, copy chief; S. L. Williams, assistant copy chief; Stewart White Kehler, service man; Glen H. Gifford, office manager.
Williams & Cunnyngham Co., Chicago, Ill.—Dick Jamison becomes space buyer.
J. H. Herbst & Co., New York, N. Y. (manufacturing furriers)—Hicks Advertising Agency, New York.
James F. Newcomb & Co., Inc., New York, N. Y.—A. B. Pearson appointed manager of sales.
O'Connell-Ingalls Advertising Agency, Boston, Mass.—John N. Boughton becomes sales and merchandise manager.
Jules P. Storm & Sons, Inc., New York, N. Y.—D. Minard Shaw elected vice-president.
L. S. Gilham Co., Salt Lake City, Utah—Frank F. Pohlman becomes production manager.
W. A. Mackenzie & Co., Lmtd., Toronto, Montreal and Ottawa (financial underwriters)—McConnell & Fergusson, Lmtd., London, Ont.

◆

EDUCATIONAL BRIEFS

University of Iowa, Iowa City, Ia.—Organization of school of journalism announced.
Michigan University Press Association—A prize of $50 will be awarded at the fall session, Nov. 20-22, for the best editorial on "The Responsibility of the Press," clippings to be in the hands of Prof John Brumm, secretary, Ann Arbor, before Oct. 15.
Washington (D. C.) Evening Star—Inaugurated new savings plan for staff; plan to add 50% to amount of employees' savings.

"ROTA," The New Semi-Automatic Speed Press

For Art and Plain Printing

Capacity:
2300 per hour

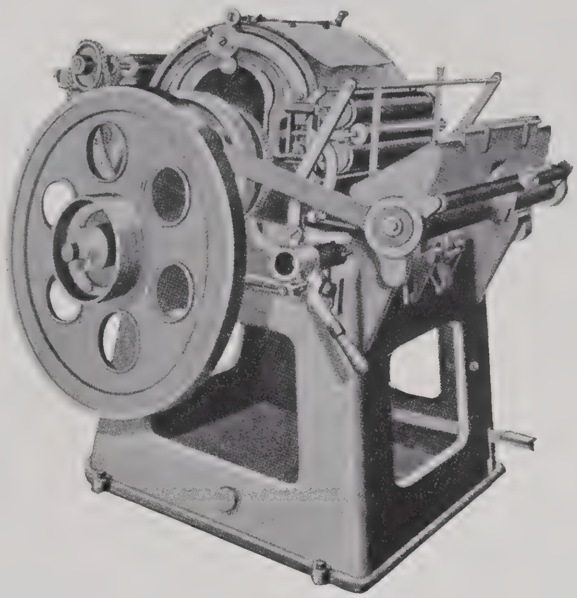
—:—

Size of Platen:
10″ x 15″

—:—

Inside Chase:
9½″ x 13¾″

—:—



Automatic
Delivery

—:—

Two 3″ Rollers

—:—

Perfect Inking

—:—

American Distributors:

COLUMBIA OVERSEAS CORPORATION

12 East 12th Street, New York, N. Y.

Special Machinery for Printers, Bookbinders and Allied Trades

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Precision Ball Bearings
Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

Reprints of Articles

Appearing in this magazine may be ordered from

The Trade Press Publishing Co.
129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints
1 Page—$ 7.50 first 1000 or less
2 Page—$11.50 first 1000 or less

Quotation for larger quantities on application

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years' experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery
485 BROADWAY, MILWAUKEE, WISCONSIN

Association Briefs

DATES FOR PRINTER-JOURNALISTS

August

International Association of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee, Aug. 18-23.
North Dakota Press Association, 8-9, Grand Forks.
Montana Press Association, 7-9, Lewistown.
Nebraska Press Association, 21-23, Omaha.
Washington State Press Association, 22-23, Spokane.
Wisconsin Press Association, Summer Outing, Southeastern Wisconsin, Aug. 23-25, following attendance at Milwaukee Graphic Arts Exposition.

September

West Tennessee Press Association, 5, Jackson, Tenn.
Massachusetts Press Association, 27-30, Whitefield, N. H. annual outing.

October

United Typothetae of America, 15-18, Chicago.
Texas Circulation Managers' Association, Dallas.
International Direct Mail Advertising Association, 29-31, Pittsburgh.
International Trade Composition Association, 13-14, Chicago.
American Association of Advertising Agencies, 16-17, Chicago, Ill.
Audit Bureau Circulation, 16-17, Chicago.
Inland Daily Press Association, 14-15, Chicago.

November

Michigan University Press Association, 20-22, Ann Arbor.

◆

ELECTIONS

NEW JERSEY PRESS ASSOCIATION—President, R. E. Lent, Passaic (N. J.) News; vice-president, F. A. Robertson, Washington Star; treasurer, W. B. R. Mason, Bound Brook Chronicle; secretary, John W. Clift. Executive committee: William B. Bryant, Paterson Press-Guardian; Edmund W. Carpenter, Woodbury Democrat; Charles H. Frost, Plainfield Courier-News; E. V. Savidge, Hopewell Herald; George C. Ladd, Vineland Journal; W. A. Haffert, Cape May Times.

ALABAMA PRESS ASSOCIATION—President, W. R. Jordan, Huntsville Star; first vice-president, J. S. Benson, Scottsboro Progressive Age; second vice-president, J. Z. McLendon Luverne Journal; third vice-president M. B. Darnell, Florence Herald; secretary-treasurer, S. S. W. Stanley, Greenville.

CANADIAN WEEKLY NEWSPAPER PUBLISHERS ASSOCIATION President, Lorne A. Eedy, Walkerton (Ont.) Telescope; first vice-president, L. J. Ball, Vernon (B. C.) News; second vice-president, F. A. J. Davis, Caleton Place (Ont.) Canadian; manager and treasurer, E. R. Sayles, Toronto.

NEWSPAPER GROUP, SPECIAL LIBRARIES ASSOCIATION—President, Joseph F. Kwapil, Philadelphia (Pa.) Public Ledger; vice-president, William Alcott, Boston (Mass.) Globe; secretary, Miss Agnes Joy Peterson, Milwaukee (Wis.) Journal; treasurer, Maurice Symonds, New York Daily News; executive committee: Paul P. Foster, Boston (Mass.) Herald; Miss M. B. Goodman, Congressional Index, Washington; Miss Emma R. Kell, Buffalo (N. Y.) News; John H. Millar, King Feature Service, New York.

PANHANDLE PRESS ASSOCIATION—President, J. Claude Wells, Wellington (Tex.) Leader; vice-president, J. G. Greaves, Portales, N. M.; secretary-treasurer, Clvde Warwick, Canyon, Tex.; executive committee, W. R. Steckman, Hereford, Tex., and Joe Smith, Pampa, Tex.

KANSAS EIGHTH DISTRICT EDITORIAL ASSOCIATION—President, E. F. Gick, Moundridge Journal; vice-president, E. J. Bookwalter, Halstead Independent; secretary-treasurer, Mrs. Lela C. White, Clear water News. Executive committee: Paul A. Gustafson, Lindsborg News-Record; J. C. Mack, Newton Republican; Keith Cox, Cheney Independent; Byron Cain, Belle Plain News; Earl Forgey, Eldorado Times.

WEST TENNESSEE PRESS ASSOCIATION (re-organized)—President, A. J. Sanders, Martin Press, secretary-treasurer, Allison Simonton, Covington Leader.

TEXAS PRESS ASSOCIATION—President, Alfred Henry Luker, Grapeland Messenger; vice-president, William A. Smith, San Seba News; secretary, Sam P. Harben, Richardson Echo; treasurer, C. F. Lehman.

ARKANSAS PRESS ASSOCIATION—President, H. M. Jackson, Marianax; first vice-president, C. C. Hudson, Dirks; second vice-president, Erwin Funk, Rogers; third vice-president, V. W. St. John, Mena; corresponding secretary, Clio Harper; financial secretary, B. H. Thomas. Guerdon; recording secretary, T. D. Miller, Marked Tree; orator, Dr. A. C. Miller, Little Rock; chaplain, W. B. Folsom, Brinkley; poet, Mrs. Ruby Livingston, Russelville.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD—Lou E. Holland, Kansas City, president, and Jesse H. Neal, New York, secretary-treasurer, re-elected. Houston, Tex., awarded 1925 meeting.

KENTUCKY PRESS ASSOCIATION—President, S. M. Saufley, Daily Register, Richmond, Ky.; vice-president, Keene Johnson, Anderson News, Lawrenceburg; secretary-treasurer, J. Curtis Alcock, Messenger, Danville (fourtenth term); chairman executive committee Cecil Williams, Somerset Journal (Eleventh district). Appointed to executive committee, one for each other congressional district: Joe T. Lovett, Tribune-Democrat, Benton; A. M. Hernden, Messenger, Russellville; Chr. Creal, Herald, Hodgenville; Malcolm Bayley, Times, Louisville; Keith Hood, Democrat, Bedford; Desha Breckenbridge, Herald, Lexington; Ben B. Cozine, News. Shelbyville; G. B. Senff, Sentinel-Democrat, Mt. Sterling; William Grote, News, Pikeville.

◆

ASSOCIATION NOTES; CHANGES

New England Daily Newspapers Assn.—Albert W. Fell appointed manager.

Printing Trades Assn., 230 E. Ohio St., Chicago, Ill.—Joseph A. Borden becomes manager.

OFFICE MEMORANDUM

Mr. Publisher of a Newspaper under 7,000 circulation

Mr. Basil L. Smith **OF** Philadelphia **CALLED**

He Left Word That his organization is ready to release a brand-new classified advertising feature service, known as "First Features", to your newspaper at a brand-new price. This service, consisting of illustrated publicity features and organization features for promoting classified volume, can be released to you in units of three sizes – at surprisingly low prices. This is your opportunity to develop your classified columns through up-to-the-minute publicity and methods of business-building. Write today for the First Features Catalog and the price quotations for your newspaper. (Give circulation.

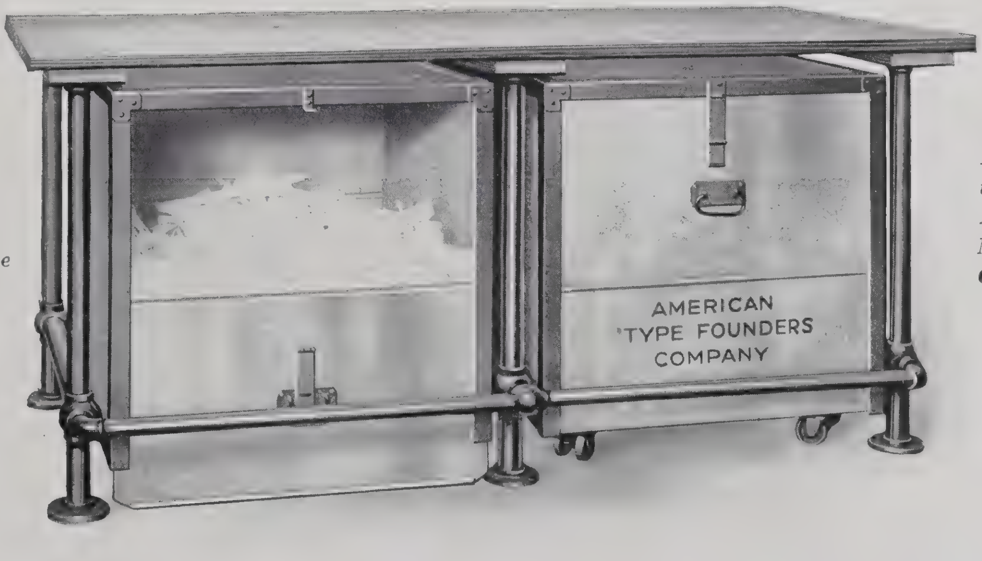
First

TRADE MARK

CLASSIFIED FEATURES

THE BASIL L. SMITH SYSTEM, Inc., International Classified Advertising Counsellors
403 Otis Building Philadelphia

CUT-COST PAPER CUTTER TABLE



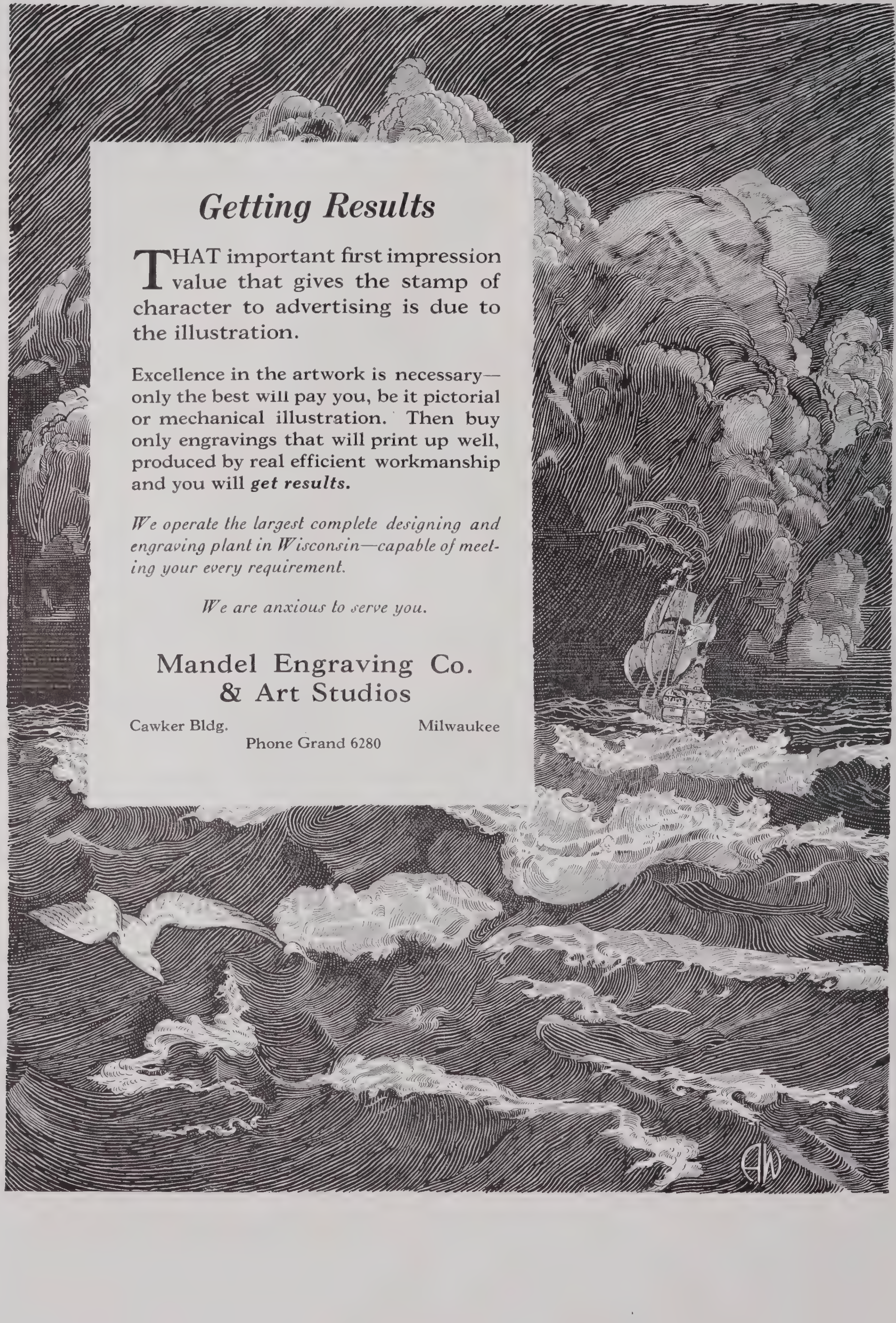
Write Nearest Selling House for Descriptive Circular

Made by the Hamilton Mfg. Company

Designed by the ENGINEERING DEPARTMENT *of the*

AMERICAN TYPE FOUNDERS COMPANY

COVERING THE CONTINENT



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting your every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

FOR SALE—MACHINERY

FOR SALE—Campbell Flat Bed Multipress, printing papers of 4, 6, or 8 pages, from type forms, without stereotypes. Delivers papers ready for mailing at running speed of 3,500 per hour. For more than 8 pages make two runs. Fine machine for interior daily, semi-weekly, weekly papers of considerable circulation. Can be bought at extremely low price. Ask for particulars regarding our No. 491. Baker Sales Company, 200 Fifth Avenue, New York City.

FOR SALE—One 44x60 Huber two-color Printing Press with Dexter Pile Feeder. Guaranteed perfect condition. Will do as good work as a new one. Big bargain. One—37x52 Huber Perfection seven column Quarto. Printing from the type. Fine condition. Bargain. Address H. W. Thornton, Room 506 Fisher Bldg., Chicago.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelieveable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

"NONWORKUPABLE" COLUMN RULES—Fifteen 24-inch rules, $3; 100 ft., 2 pt. hairline, $4. Our metal rules have never been equaled. Est. 1920. We grow because our product satisfies. W. E. Taylor Co., 213 W. 40th St., New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

*** JOB PRINTER STEREOTYPE MATS ***

Instantaneous impression of any form made on a Job Press, Potter or Vandercook proof press or Washington Hand Press. Mat and plate can be made in five minutes.

AFCO Dry Flong***No other like it in the country. Standard package—24 sheets 10x12 AFCO Job Flong Gummed AFCO packing—AFCO molding Blanket and complete instructions**** $5.00 C. O. D. If it is used for Stereotyping we sell it.
American Flong Co., 202 West 20th St., N. Y. City.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatlin Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

BUSINESS OPPORTUNITIES

DO YOU WANT A GOOD NEWSPAPER?

Due to failing health one of the best tri-weekly newspapers in the country is for sale. Has 4000 circulation. Strictly modern equipment including four linotypes, Goss press and completely equipped job plant. Equipment recently appraised $49,000. Serves good portion of richest industrial valley in East. Only paper in growing town with fifty industries. Business, both newspaper and job, can be greatly increased. Low rent and labor costs. Lowest price $75,000. If you cannot finance please save my time. Apply Floyd B. Kulp, 36 South Front street, Philadelphia.

Prosperous Oregon Weekly and job office. Splendid opportunity for young man or man and wife. Good town; and good climate. Exclusive territory. $2500; $2000 cash, bal. terms. If you haven't the cash don't write. A snap at this price. Address Box B-10, in care of NATIONAL PRINTER-JOURNALIST.

FOR SALE—Newspaper and Job Printing plant in a Saskatchewan town of about 800 doing good job printing business. Good opportunities for increasing same. Building 24x50 and lot included also Linotpye. Price $6,500. Purchaser must have $3,000 cash at least. Address Box J-25, in care of NATIONAL PRINTER-JOURNALIST.

FOR SALE—Job printing and weekly newspaper plant. In good condition and doing fair business. Town of 4500. Box 777, Santa Maria, Calif., for information.

WANTED—SITUATION

CITY OR NEWS EDITOR: If you have room in your organization for an aggressive young city or news editor or reporter, let's get together. I have excellent record and references. Write C 20, NATIONAL PRINTER-JOURNALIST.

Proven Circulation Building Supremacy

Pacific Coast Circulation Service

ONLY THE BEST STAND THE TEST

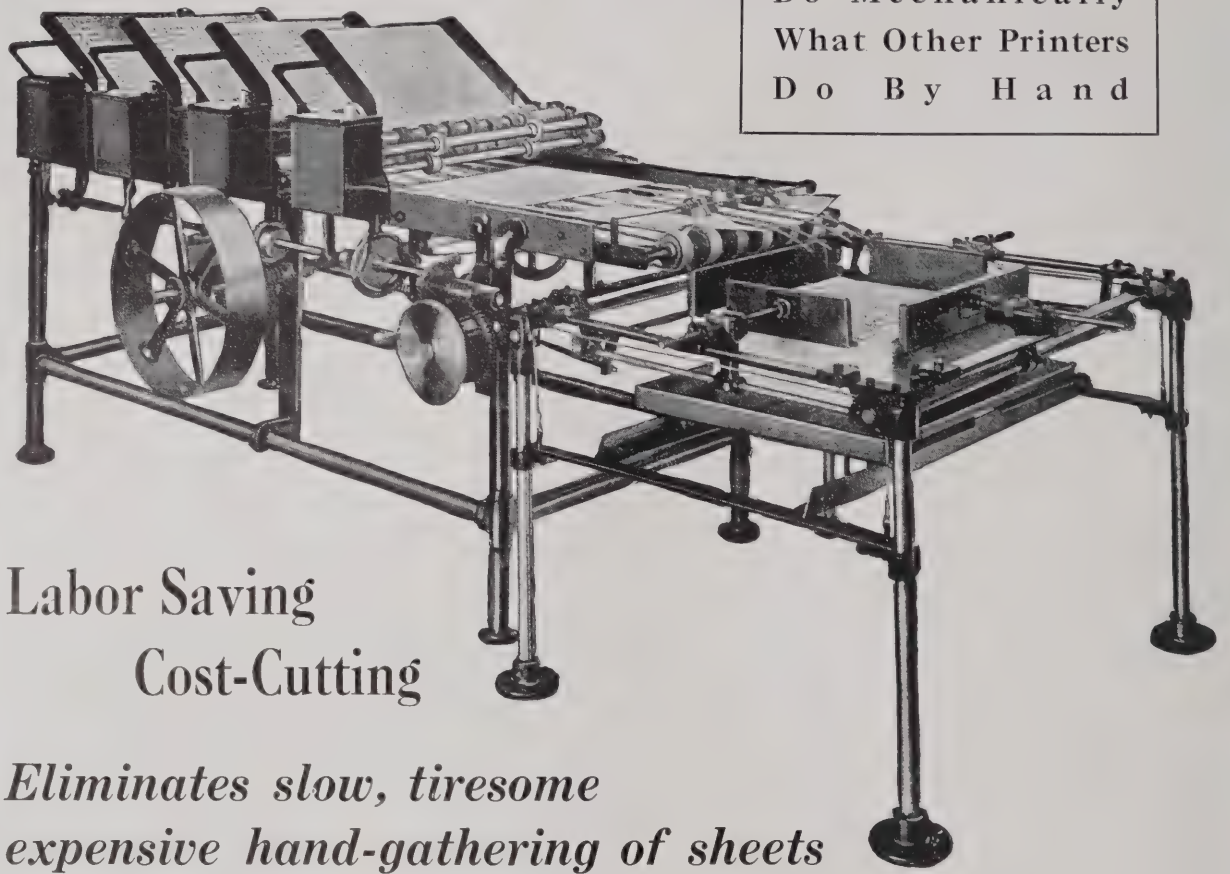
Proven time after time by the many thousands of new subscribers, the cleaned up lists and thousands of dollars in cash we gain for newspapers all over the country.

Our circulation campaigns are self-financing and accomplish results in a period of seven weeks that ordinarily would take years, and leave the publisher with from $2,000 to $10,000 cash in the bank after all expenses have been met.

A SUBSTANTIAL, DEPENDABLE SERVICE

Every contract gets personal service.
Contracts filled in order booked.

PACIFIC COAST CIRCULATION SERVICE
301 BELL BLOCK - Long Distance CANAL 4750 - CINCINNATI, OHIO



See the NEW

Poor Richard Gathering Machines

Space No. 147 Graphic Arts Exposition

Do Mechanically
What Other Printers
Do By Hand

Labor Saving
Cost-Cutting

Eliminates slow, tiresome expensive hand-gathering of sheets

The Poor Richard Corporation

6022 South State Street -:- Chicago, Illinois

BEWARE OF IMITATIONS

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

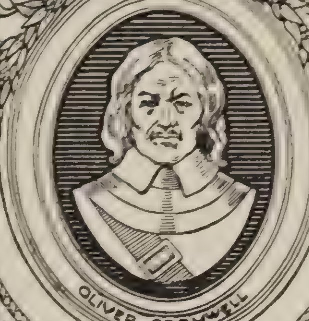
COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920. Other Patents Pending)

A Flexible Tabbing Compound



QUALITY BUILT IN

CROMWELL TYMPAN PAPER

SPECIAL PREPARED

[illegible]
Graphic Arts Exposition
Milwaukee, August 18 - 23, 1924

A proven product. True in caliper.
A perfect draw sheet. No offsetting.
Saves in make-ready.
Eliminates shrinking and swelling.
It costs more per roll, but less per sheet.

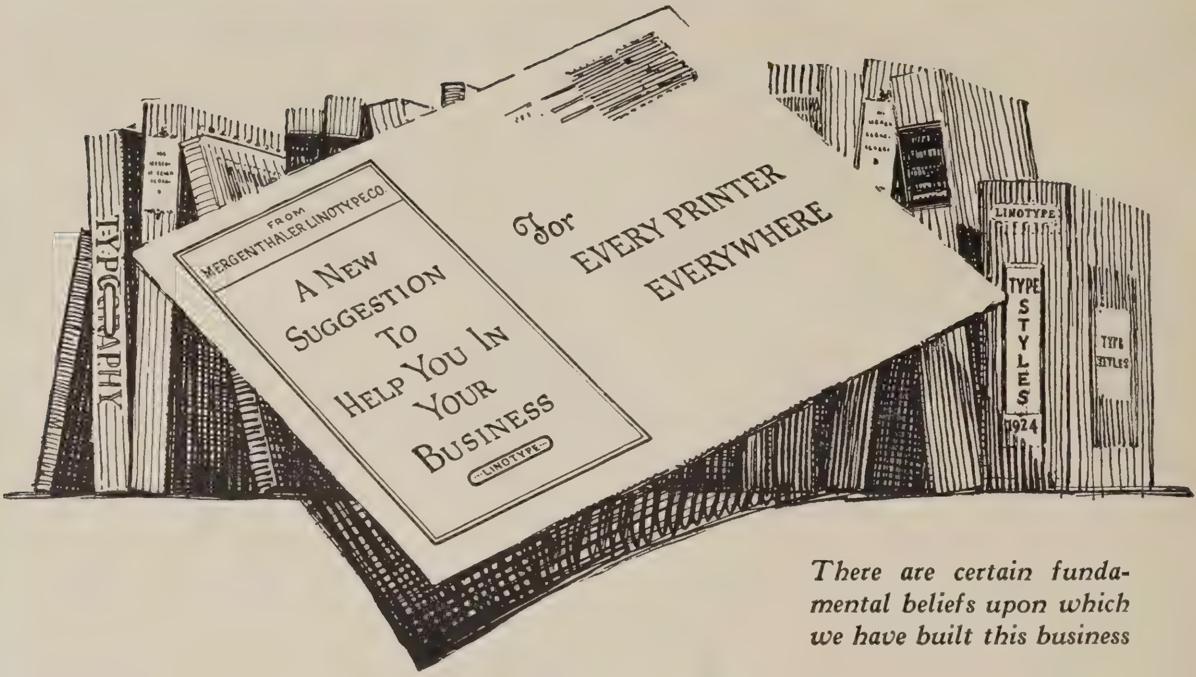
Just ask the man who uses it!!

Every roll of Cromwell product is
Unconditionally Guaranteed

Be sure you get THE GENUINE
—it bears our trade-mark

The World's Best and Standard Tympan

MADE BY THE
CROMWELL PAPER CO.
JASPER PLACE
CHICAGO
U·S·A·


FROM MERGENTHALER LINOTYPE CO.
A NEW SUGGESTION TO HELP YOU IN YOUR BUSINESS
LINOTYPE
For EVERY PRINTER EVERYWHERE
TYPOGRAPHY
LINOTYPE
TYPE STYLES 1924
TYPE STYLES

There are certain fundamental beliefs upon which we have built this business

UNFINISHED BUSINESS

The sale of a Linotype is only the beginning of our obligation of service. It is your machine but it remains our business to do all that we can to make it increasingly useful to you.

LINOTYPE

Mergenthaler Linotype Company
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

Composed entirely on the LINOTYPE *in the Benedictine Series*

NATIONAL PRINTER JOURNALIST

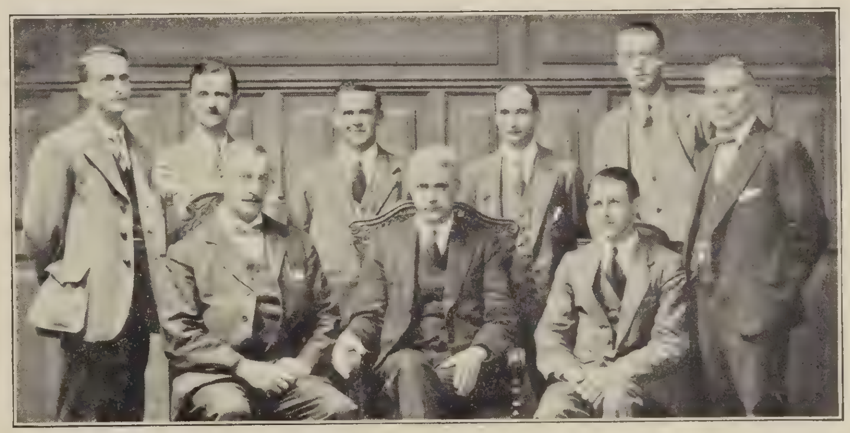
SEPTEMBER, 1924

Vol. 42. No. 9.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c



CAPE TOWN (SO. AFRICA) ASSOCIATION OF PRINTING HOUSE CRAFTSMEN

PHOTOGRAPHED FOR NATIONAL PRINTER-JOURNALIST

Thirty Members Comprise This Affiliation With the International, Organized in 1923. Business Meetings Are Held Monthly, and Social Family Meetings Every Three Months. BACK ROW—B. J. Warner, D. E. Mitchell, T. D. Bradford, T. Drummond, E. C. May and F. H. Sparham. FRONT ROW—F. W. Ingram, Vice-President; G. Treadwell, President; R. Bell, Secretary-Treasurer

A Magazine for the Newspaperman and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

AFTER A WEEK'S USE
of the
PONY AUTOPLATE MACHINE

WALKER-TAYLOR CO. OKLA. CITY

E. K. GAYLORD
PRESIDENT

CHARLES W. BOGGS
SECRETARY-TREASURER

BUILDING OWNED AND OCCUPIED BY
THE OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN
(DAILY AND SUNDAY)
AVERAGE NET PAID CIRCULATION LAST MONTH { DAILY
SUNDAY

OKLAHOMA CITY TIMES
(EVENING EXCEPT SUNDAY)
AVERAGE NET PAID CIRCULATION LAST MONTH

OKLAHOMA CITY, OKLA.

July 26, 1924

WOOD NEWSPAPER MACHINERY CORPORATION,
New York City.

Gentlemen:

The Pony Autoplate Machine was installed July 20. We find that it casts a good plate in every way, and is a machine that does everything that is claimed for it, and does it well.

During its first week's operation the Pony has turned out a variety of work, in addition to the routine runs of our two daily publications, such as double-page casts, four-color comic section, and plates for our farm publication — the FARMER-STOCKMAN.

After noting the above, it seems unnecessary to add that we are highly pleased with the new machine.

Very truly yours,

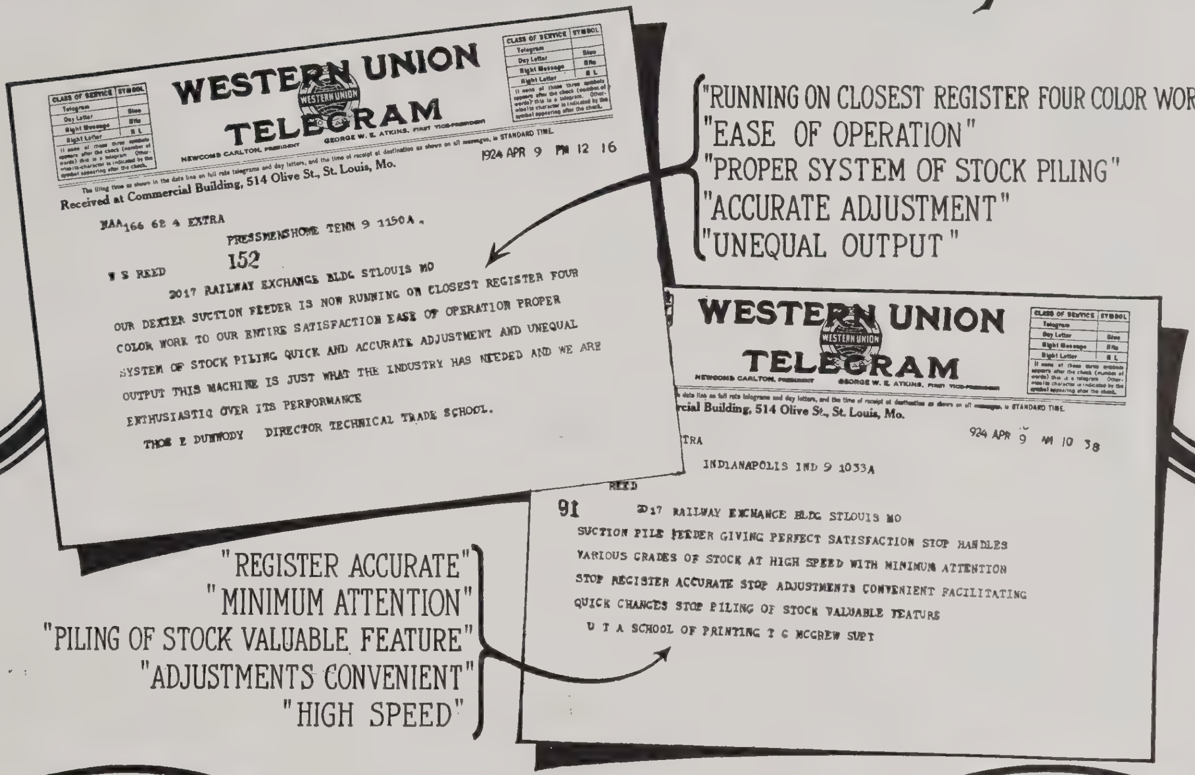
THE OKLAHOMA PUBLISHING CO.

R. E. L. Brown,

Superintendent.

Dexter Feeder Testimony From Two Great Printing Trade Schools

Note How the Statements Check Up!



WESTERN UNION TELEGRAM

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at Commercial Building, 514 Olive St., St. Louis, Mo.

1924 APR 9 PM 12 16

```
MAA166 62 4 EXTRA
            PRESSMENSHOME TENN 9 1150A.
W S REED        152
        2017 RAILWAY EXCHANGE BLDG STLOUIS MO
OUR DEXTER SUCTION FEEDER IS NOW RUNNING ON CLOSEST REGISTER FOUR
COLOR WORK TO OUR ENTIRE SATISFACTION EASE OF OPERATION PROPER
SYSTEM OF STOCK PILING QUICK AND ACCURATE ADJUSTMENT AND UNEQUAL
OUTPUT THIS MACHINE IS JUST WHAT THE INDUSTRY HAS NEEDED AND WE ARE
ENTHUSIASTIC OVER ITS PERFORMANCE
  THOS E DUNWODY   DIRECTOR TECHNICAL TRADE SCHOOL.
```

"RUNNING ON CLOSEST REGISTER FOUR COLOR WORK"
"EASE OF OPERATION"
"PROPER SYSTEM OF STOCK PILING"
"ACCURATE ADJUSTMENT"
"UNEQUAL OUTPUT"

WESTERN UNION TELEGRAM

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

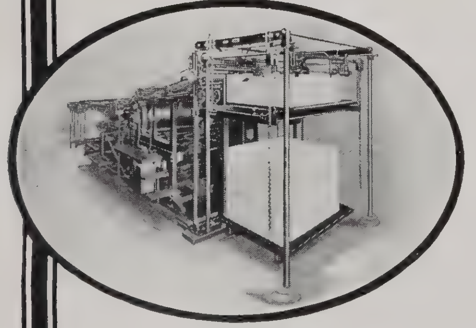
date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

rcial Building, 514 Olive St., St. Louis, Mo.

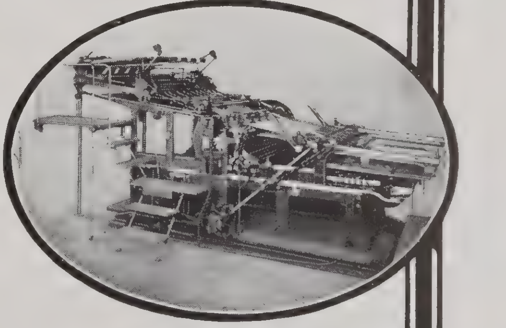
924 APR 9 AM 10 38

```
TRA
        INDIANAPOLIS IND 9 1033A
    REED
91      2017 RAILWAY EXCHANGE BLDG STLOUIS MO
SUCTION PILE FEEDER GIVING PERFECT SATISFACTION STOP HANDLES
VARIOUS GRADES OF STOCK AT HIGH SPEED WITH MINIMUM ATTENTION
STOP REGISTER ACCURATE STOP ADJUSTMENTS CONVENIENT FACILITATING
QUICK CHANGES STOP PILING OF STOCK VALUABLE FEATURE
  U T A SCHOOL OF PRINTING T G MCGREW SUPT
```

"REGISTER ACCURATE"
"MINIMUM ATTENTION"
"PILING OF STOCK VALUABLE FEATURE"
"ADJUSTMENTS CONVENIENT"
"HIGH SPEED"



Send for the Booklet – EXTRA CYLINDER PRESS PROFITS. *You will find many other interesting points about* DEXTER FEEDERS *in this booklet.*



DEXTER FOLDER COMPANY

28 West 23rd Street - - New York City

PHILADELPHIA CHICAGO BOSTON CLEVELAND ST. LOUIS

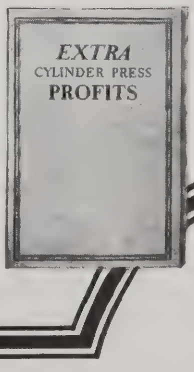
H. W. Brintnall
San Francisco & Los Angeles

E. G. Myers
Dallas, Texas

Dodson Printers Supply Co.
Atlanta, Ga.

T. W. & C. B. SHERIDAN CO., London, England
Exclusive British Agents for Dexter Folders and Pile Feeders.

FEEDERS FOLDERS CUTTERS STITCHER FEEDERS BUNDLING PRESSES



The man who buys envelopes wants to know

—a corking good, commercial envelope — of amply strong, white wove stock. A surface that prints clean, and has good writing and typing qualities. Gum that never sticks until the right time—and then sticks for *all* time. When a buyer gets an envelope like this he wants to identify it—to order it by name, so he'll be sure to get the same satisfaction right along.

COLUMBIAN

This is the Columbian non-soiling, dustproof box, attractively printed in two colors.

Columbian Envelopes are now identified by the watermark

USE

—and put up in the non-soiling, dustproof box, under one standard label—shown on the page opposite.

They are made by the world's largest producers of envelopes.

You have used this firm's product for years—and found it satisfactory.

Now you can identify it — and order it from your paper merchant by name.

If you have not yet used Columbians, fill in the coupon below, mail it to us, and we'll send you a sample box.

This box will bring to your desk enough Columbians for you to make satisfactory test of their qualities.

Columbian Envelopes are plain, substantial, well-made white wove envelopes of better than average stock.

GUARANTEE

THESE COLUMBIAN Envelopes are guaranteed as to paper, folding, cut and gumming.

If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them is authorized to replace them at our expense.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

This guarantee goes into every box of Columbians

Columbian Envelopes are made in sizes 5, 6¼, 6¾, 7, 9, 10, 11, 12, 14 and Monarch — a size for every ordinary requirement.

They are attractively, yet not expensively, boxed and labeled.

Order Columbian Envelopes from your regular paper merchant. He has them in stock and can deliver immediately.

Remember — the guarantee protects you when you sell Columbian Envelopes.

ENVELOPES

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD, MASS.

Location	*Division*
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Envelope Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	The Monarch Envelope Co.

UNITED STATES ENVELOPE COMPANY,
33 Cypress Street, Springfield, Mass.

Gentlemen:

Please send us sample box of Columbian Envelopes.

Firm..

Address..

....

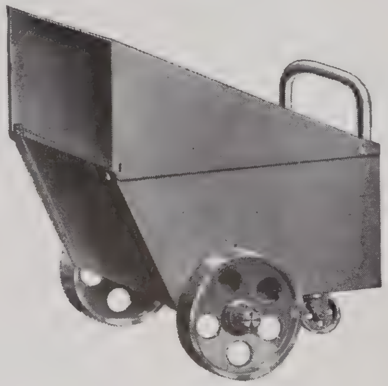
Mark for..
(Individual)

Our paper merchant's name is..

His address is..

....

STEEL TRUCKS
FOR WASTE METAL



No. 13485-A—Same as No. 13485 but with hood attached

No. 13485.—A small Truck very satisfactory for offices of moderate requirements. With Hood attached (No. 13485-A) it is an excellent accessory to a Saw-Trimmer, catching the fine particles of metal as they fall through the pedestal. The Hood is detachable and nests over the truck body, so that when not in use it is easily removed. The body of truck and hood are made of heavy steel and the wheels are of ample size (8 inches diameter) and strength. The small swivel caster at the rear is 2 5-8 inches diameter.

Dimensions: Height overall, 18 inches; to top of body, 13 inches; width, 17 inches; length, 20½ inches.

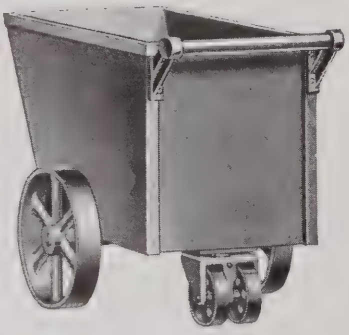
Capacity, 1700 cubic inches. Weight, 70 lbs.

No. 13485

No. 13487.—This Truck was designed for use in newspaper offices and will withstand the most severe usage. It is made of heavier material throughout than our other trucks, with edges formed over and reinforced, handle rigid, and wheels and shaft practically unbreakable. **The strongest and most satisfactory metal truck ever produced.** The large wheels are 12 inches diameter with a 2 3-8-inch face, and the swivel caster in rear is 5 inches diameter.

Dimensions: Height overall, 24¼ inches; to top of body, 22¾ inches; width, 21 inches; length, 27 inches.

Capacity, 4600 cubic inches. Weight, 170 lbs.



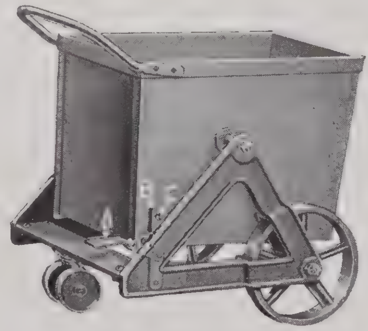
No. 13487

Easy-Dumping Truck

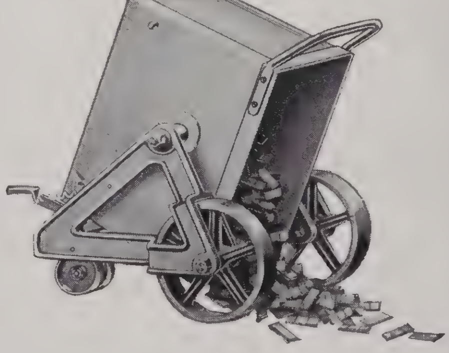
No. 13491.—Our Easy-dumping Truck is so *easy* to dump that it is usually referred to as *self*-dumping. To dump, merely step on foot lever (A) thus releasing trigger (B) which holds Truck securely in upright position. The body is pivoted "off center" and will therefore automatically tip to a position where a slight pull upward on the handle will dump the contents. The operation is simple, yet positive and absolutely dependable. The body is heavy-gauge steel formed so as to insure maximum strength at all points, and with side-castings, wheels, and other parts of ample strength to withstand any abuse the truck should be subjected to. This is similar to our former design of self-dumping truck, but less complicated, more dependable, positive in its operation, weighs less, is not so high overall, and sells for less money. The only really practical design of easy-dumping truck ever produced. No modern newspaper plant can afford to be without it. The large wheels are 10 inches diameter with a 1½-inch face, and the small swivel caster in rear is 4 inches diameter.

Dimensions: Height overall, 24¼ inches; to top of body, 21¾ inches; width, 21 inches; length, 23½ inches.

Capacity, 2850 cubic inches. Weight, 150 lbs.



No. 13491



No. 13491 in the act of dumping

THE HAMILTON MANUFACTURING COMPANY

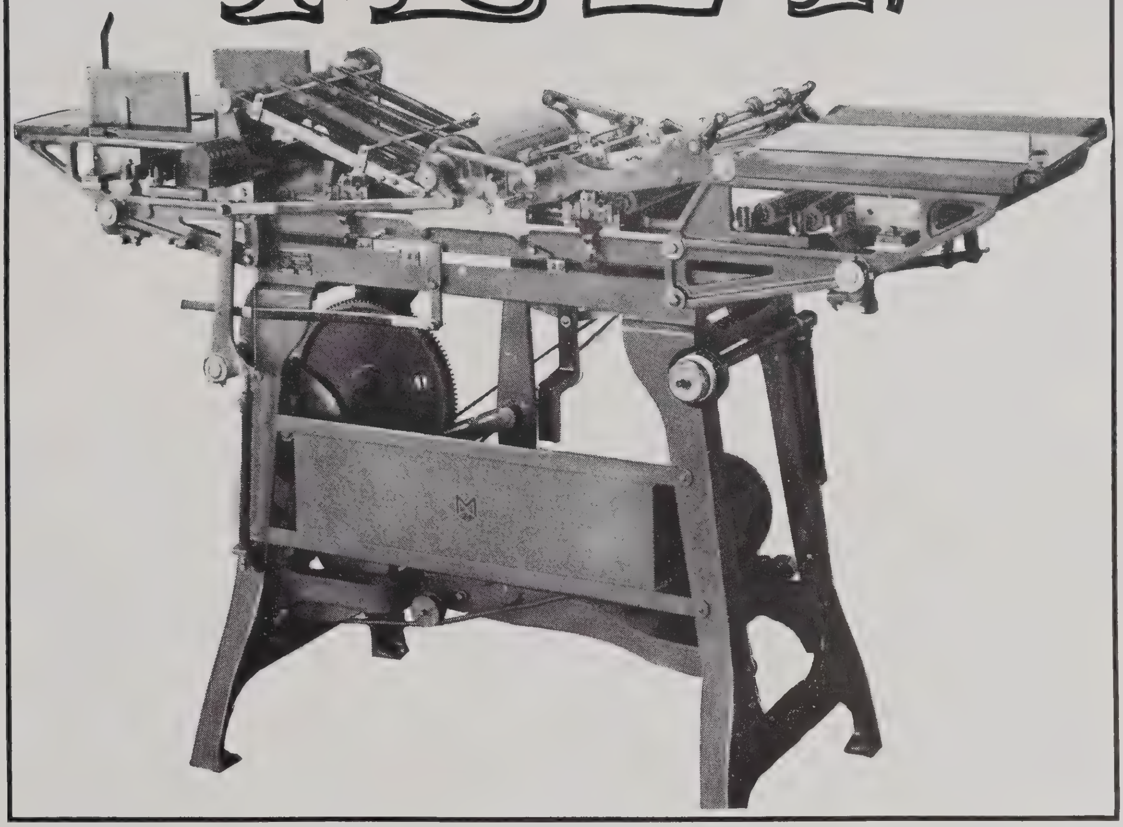
Eastern House: RAHWAY, N. J.

TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

See This *New Kind* Of Job Press!!

M-24



Two—Three—Four Times FASTER than any other ever built before—And on Quality Work!

NOW—A press for all 10 x 15 work—faster, heavier, quieter, simpler—***with extra strength at all points.*** Next to unbreakable! Built *by* the printer *for* the printer.

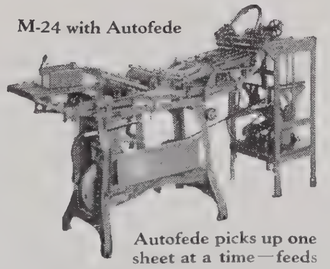
MAKE-READY CYLINDER, PERFECT DISTRIBUTION—A press with make-ready cylinder—table distribution—wide five-key fountains at both ends—perfect ink distribution with geared vibrators, plate rollers and large form rollers. A press of amazing new features yet so simple that the pressman finds everything just where he expects it.

SEMI-AUTOMATIC FEED. First and only inbuilt device that absolutely controls register. Push sheet ***anywhere*** under drop roll, and from there on operator needn't worry. Sheet is carried through ***in perfect register.*** Faster work—100 per cent results!

COMBINATION FEELER AND CALIPER—Also brand new! One mechanism. If sheet is missed impression is tripped, ink flow stops, but press does not stop. All functions resumed when next sheet is fed. If several sheets go to guides at once there is no impression nor inking till sheets are removed. Inking up may be done while no paper is being fed—simply by moving a lever.

AND SPEED! Up to 4,800 an hour, 3,600 on Finest Quality Work with halftones. 2-colors one impression on some classes. See M-24! Scores of new features not mentioned. Write for name of agent near you who has M-24 on exhibition. See how it will save money and make ***more*** money for you!

M-24 with Autofede



Autofede picks up one sheet at a time—feeds one sheet at time. All air separation and suction—only two adjustments. Loads 3,000 sheets at time.

LISENBY MFG. COMPANY, 222 N. Wabash Ave., Dept. D, CHICAGO, ILLINOIS

"The web, the printing units, folder, and ink distribution, are fine."

CHARTERS PUBL C.,
Brampton, Ont.

"It is the best investment that we have ever made during our 32 years in the publishing business."

REGISTER,
Gainesville, Tex.

"We also run farm publications, tabloid size."

TIMES PRINTING CO.,
Moncton, N. B.

"On the Duplex I experience no folder difficulties."

DAILY FINANCIAL,
America,
New York.

"We can buy roll print at a lower price than flat paper."

TIMES-RECORD,
Aledo, Ill.

"It will do all you claim—print 5000 papers an hour of 8 pages, 8 columns, 13 ems 6 point rules."

LONG ISLANDER,
Huntington, N. Y.

"Formerly it took 8 hours to get out an edition. Now the edition can be printed in 27 minutes."

SENTINEL,
Santa Cruz, Cal.

"We also make good use of our Duplex in printing bills."

SUN,
Winchester, Ky.

"Our Customers Write Our Ads"

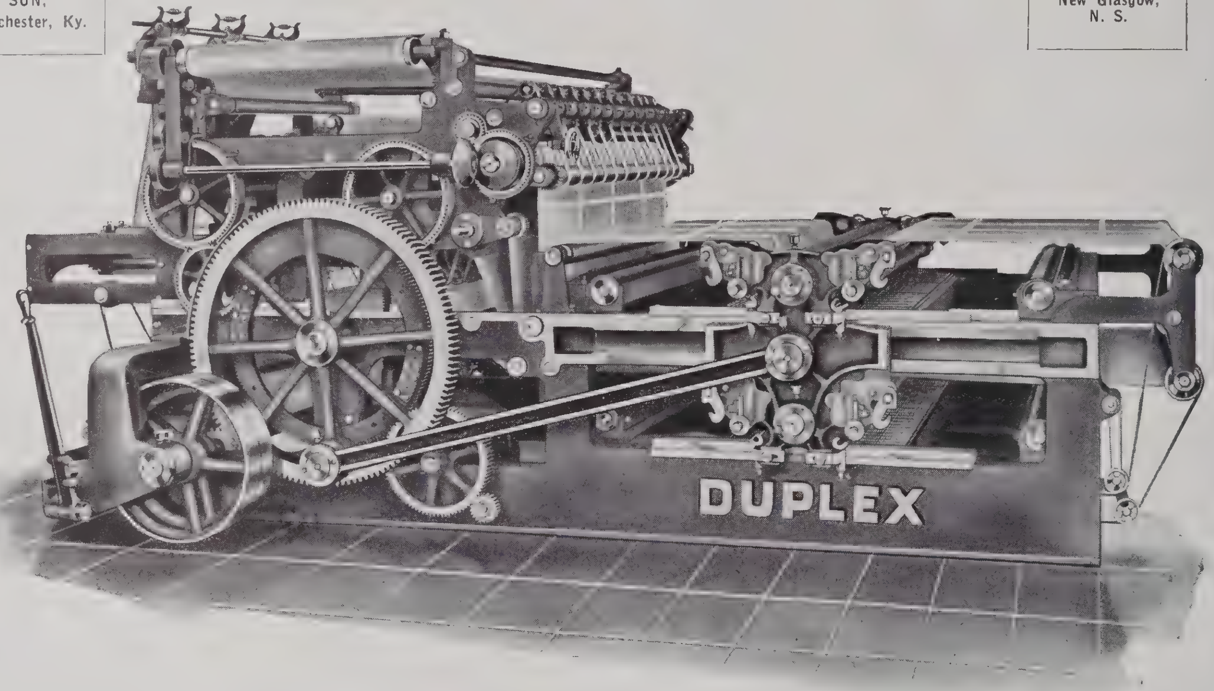
The Duplex High Speed Flat Bed Web Press

"It has been a big help in eliminating overtime in our weekly payroll."

LEADER,
Frederick, Okla.

"It is economical in operation, simple and efficient."

SCOTIA PRINTERS,
New Glasgow,
N. S.



"Since the installation of the Duplex in 1912 we have never missed an edition or mail."

RECORDER & TIMES,
Brockville, Ont.

"Just as fast as guaranteed."

CHRONICLE,
Vallejo, Calif.

**Write for Model "E"
Bulletin 701**

"It delivers the goods."

LEDGER,
Mexico, Mo.

"Our business has developed measurably since the press was installed."

NEWS,
Faribault, Minn.

Duplex Printing Press Co.

BATTLE CREEK, MICH.

"Its smooth running qualities, more even distribution of power, rigid construction, flexibility and accessibility make it the super flat bed newspaper press."

COUNTY REVIEW,
Riverhead, N. Y.

"No other press can possibly do its work on such a low cost and operating basis."

EVENING STAR,
Bradford, Pa.

"It is very easy to keep a margin that cannot be beaten on any flat bed press."

TEXARKANIAN,
Texarkana, Ark.

"The operation of the press has given us less trouble than the old cylinder."

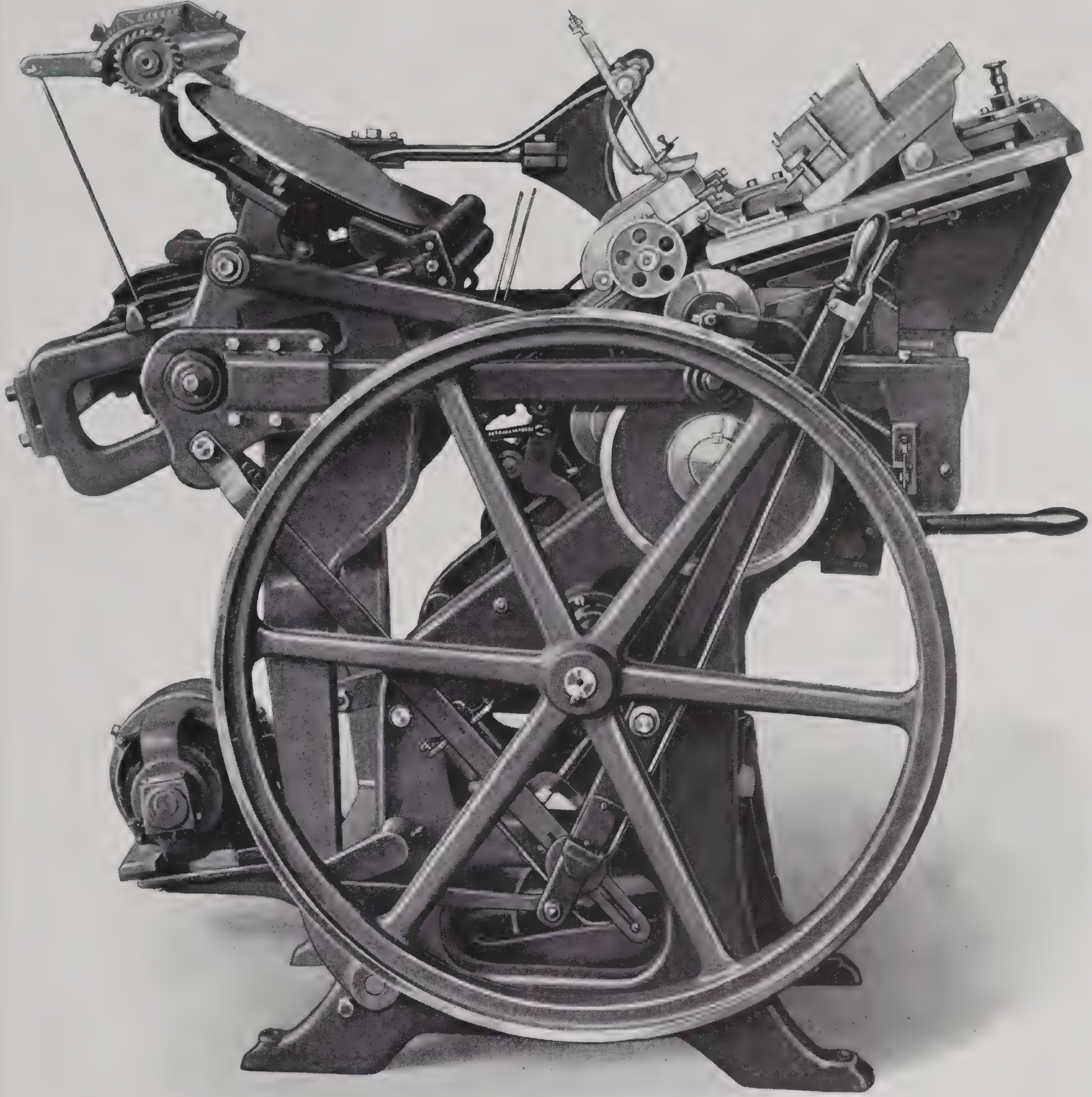
DAILY POST,
Lindsay, Ont.

"It prints beautifully and it folds accurately."

TRAVELLER,
Arkansas, Kas.

"Our paper roll hoist enables one man to change rolls in one fourth of the time it would take the old way."

HOME NEWS,
Indianapolis, Ind.

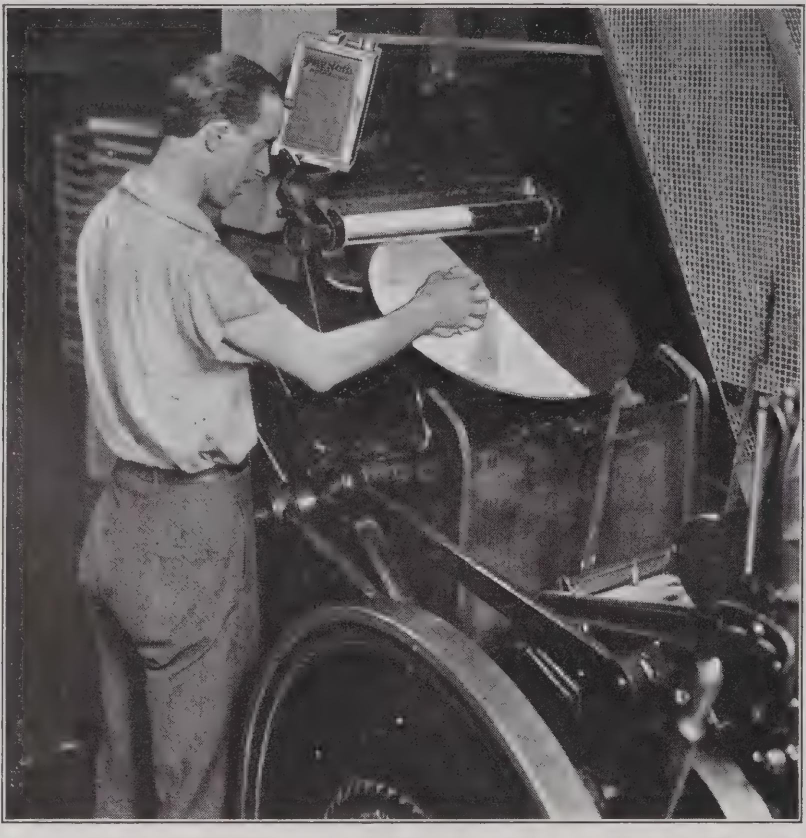


THE **KLYMAX FEEDER** attached to a **CHANDLER & PRICE PRESS** insures a rapid automatic unit that is capable of handling the various classes of job printing quicker and more accurately than can be done by hand.

KLYMAX FEEDERS are made for the 8x12, 10x15, 12x18 and the new 12x18 CHANDLER & PRICE CRAFTSMAN PRESS. Write our nearest Selling House for descriptive circulars and quotations.

AMERICAN TYPE FOUNDERS COMPANY

MANUFACTURER OF THE KLYMAX FEEDERS



A Satisfied Wash-up-Man

Phenoid Instantaneous Type Cleaner is a quick and absolutely clean wash-up for fountains and plates. Leaves no greasy after-effect. Speeds up washing for change of color. A change from black to yellow, for instance, is easy. Phenoid does away with from two to four wash-ups

Try this test: Pour a little Phenoid on a sheet of white paper. When it evaporates, as it will quickly, see if you can find a grease spot.

Send for a Trial Quart

If Phenoid doesn't do all we claim for it, we agree to cancel the charge.

Quarts $1.00 Gallons $3.00

PHENOID

TRADE MARK

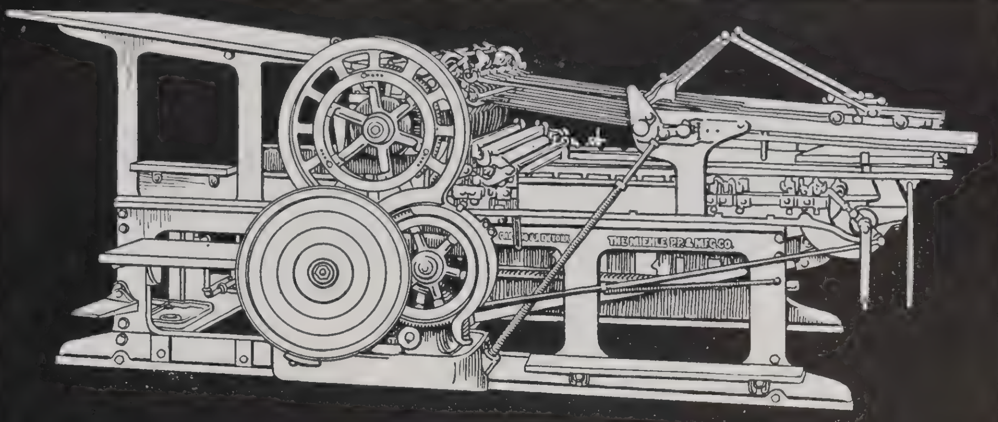
INSTANTANEOUS
TYPE CLEANER

Chalmers Chemical Company

Specialists in Solvents and Detergents for Over Twenty Years

123 Chestnut Street, Newark, N. J.

The Miehle


THE MIEHLE PR & MFG CO.

REPAIRS

THE Miehle is built of the best and most suitable metals. Its construction, in every respect, is the most careful possible. Nothing is neglected which will insure a maximum of accuracy and long wear.

However, metal is only metal and parts will wear, but no two-revolution press has ever done so much good work with so little repairing. Compare your Miehle repair bills with others.

MIEHLE PRINTING PRESS & MFG. CO.

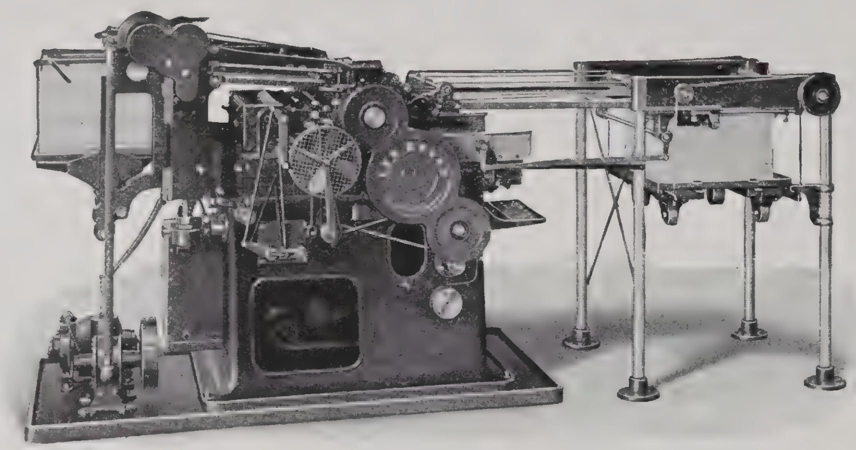
Principal Office **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2640 Woolworth Bldg.
DALLAS, TEX., 611 Deere Bldg.
SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

KELLY Press Conveniences PUT DOLLARS IN YOUR POCKET



KELLY AUTOMATIC PRESS conveniences have been developed to a high degree. These conveniences consist of practical devices and attachments for the speedy handling of work and for the easy adjustment of the Kelly to whatever class of printing is laid out for it, and that includes about everything that can be handled automatically. Larger work can be run on the Kelly than on any other small automatic press. The quality of product is unequalled, the output remarkably large.

* * *

Because of Kelly Press conveniences, the range of printing is unusual and without the limitations that are inherent in the machines that have not been developed to the same high standard of perfection.

Kelly Automatic Press conveniences influence every feature of operation, from the placing of the stock and the form on the press through the various phases of the work down to the delivery of the printed sheet.

These conveniences are real improvements of practical utility and provide easy means of handling the large variety of printing that is daily placed on Kellys in plants, large and small, operating more than thirty-five hundred of these presses. Write to our nearest Selling House for quotations.

AMERICAN TYPE FOUNDERS COMPANY

Also sold by BARNHART BROS. & SPINDLER at Washington (D. C.), Omaha, Dallas, Seattle

SET IN MEMBERS OF THE BODONI FAMILY

CLEARCUT SHADED CAPITALS

A B C D E F
G H I J K L
M N O P
Q R S T
U V W Y

[*usable in combination with*
Clearcut Oldstyle
Clearcut Oldstyle
Italic and similar faces]

12 Point	Complete Font 10 A $2.85 Eight Characters 45c
A B C D E F G	
14 Point	Complete Font 8 A $3.30 Four Characters 45c
A B C D E F	
18 Point	Complete Font 6 A $3.75 Three Characters 50c
A B C D E	
24 Point	Complete Font 5 A $4.70 Three Characters 50c
A B C D	
30 Point	Complete Font 4 A $5.15 Two Characters 55c
A B C	
36 Point	Complete Font 4 A $6.50 One Character 45c
A B C	
48 Point	Complete Font 3 A $8.75 One Character 55c
A B	

A Tip to Typographers

When you feel the urge to add something new in type and decorations, whether for your own satisfaction or to appease an insistent advertising man, do not assume that the specimen books show all the good stuff, but write to the foundry and get the dope on the newest ideas. By so doing, you will be sure to keep up with the typographic resources of your alert rival, and maybe get ahead of him. Remember that the profitable business today goes where the advertiser finds the newest typographic material and the ability to use it effectively

Our Branch Houses will Send Specimen Sheets and Booklets on Request

Border of this advertisement composed of Brass Rules with Art Corners 2402 and side bands of Ransom Border 814

Barnhart Brothers & Spindler

TYPE FOUNDERS

Chicago Washington Dallas Omaha Seattle
Saint Louis Kansas City Saint Paul Vancouver

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

Are You Prepared?

Business forecasters say that "A general upswing will start this autumn."

Are you prepared?

Many have made provisions for materials and equipment to cover their 1925 requirements.

If you are not already prepared, now is the time to get ready.

INTERTYPE CORPORATION
50 COURT STREET, BROOKLYN, N. Y.

Branch Offices:
CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street

Sales Offices:
BOSTON, 49 Federal Street; LOS ANGELES, 1240 S. Main Street

Canadian Representatives:
Toronto Type Foundry Co., Ltd., TORONTO

British Branch:
Intertype Limited, LONDON

INTERTYPE

NATIONAL PRINTER-JOURNALIST

Copyrighted

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE GEO. A. JUST
News Editor *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVES
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 Milwaukee, Wis., September 1924 No. 9

No Mystic "Jinx" Pursues the Proofreader, Printer-Psychologist's Tests Prove

But, It Seems, Real Error-Spotters Are Born and Not Made, and a Dirty Proof Is Easier to Read Than a Clean One

A Digest of Important Scientific Findings

By H. R. CROSLAND

Professor of Psychology, Oregon University

Transcribed by LEONARD LERWILL

A COLLEGE professor who earned his way through a university course working in a printing office, has evolved a basis for making the work of *proofreading* as exact a science as it will be humanly possible to make it so! He has given two years to the job.

Proofreaders may now be measured as to relative ability; their errors that have defied keen newspaper minds, and sometimes have been laid to "jinx," may be traced to their lairs.

Dr. H. R. Crosland, printer at heart, and professor of psychology of Oregon University, Eugene, Ore., is the man who is putting a large measure of scientific knowledge into what has been largely a rule-of-thumb system of proofreading in the printing plants and newspaper offices of America.

Are real proofreaders "born" and not made? Is a dirty proof apt to be more carefully read than a fairly clean one? Can a newspaper man, or the author of a piece of advertising matter or a book read proof as successfully as one who never saw the copy before, and knows little or nothing of the subject?

Is it better to make haste slowly in reading proof, or rush through one, two or three times to catch all the errors?

How much do one's eyes cavort around, jump, leap and halt in reading anything, especially a proof?

DR. CROSLAND made a "quad" test; it consisted of four series of regular newspaper galley-size proofs designated as Series A, B, C, and D. The first three contained about 100 errors per galley; the fourth, about 35. There were proofs from four galleys in each series. The method:

Reader of series A—Read for accuracy regardless of time;

B—Finish as quickly as possible.

C—Understand clearly what was being read;

D—Do the job in 5 minutes, not less nor more. (Portions double-read were marked specially.)

Dr. Crosland is convinced that he found a means of giving practical vocational guidance as a result of these tests.

> ## How Do YOU Read?
>
> *This Article Touches the Science of Proofreading; But It Will Also Help You Become a better READER of Copy-letter, Books and . . . . "NPJ"*

Without natural ability, which can be revealed by test, a candidate for a proofreader's job may as well be directed at once to some other place or vocation by the superintendent or manager who does the hiring, according to Dr. Crosland. Generally, you can't teach people to catch errors.

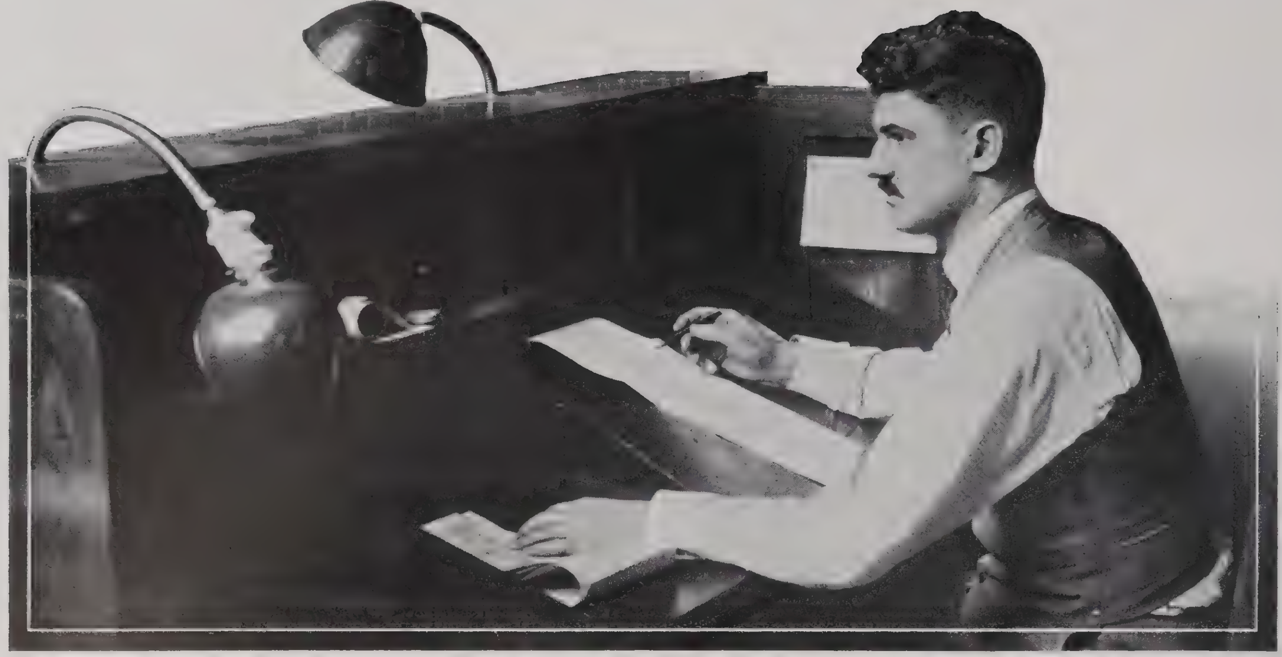
Those who took the tests showed no appreciable improvement in accuracy over the period of several months during which the tests were made.

PROOFREADERS do not, then, "day by day grow better and better." Why? Dr. Crosland pointed out that *the eye does not pass from one character to another in reading a line of print*, but rather takes in a certain portion of the line, usually about 10 letter spaces, at a single glance. The simultaneous taking in of these spaces by the eye is known as a *fixation pause*.

A proofreader's ability is largely determined by the length of these fixation pauses, the number of letter spaces taken in by one of them, and the number made in reading a line.

The entire line is not included in these pauses, as *there is usually a number of characters between the point where one leaves off and the next one begins.*

Another characteristic is that *the last fixation pause does not take in the end of the line.* The unincluded characters, which are not registered during these pauses, are filled in by the mind from



Photographed for "NPJ"

PROF. CROSLAND AT WORK ON HIS PROOFREADING EXPERIMENTS

memory or from association. *Characters which the reader fills in with his own mind cause the greatest difficulty in proofreading,* Dr. Crosland believes.

No two persons show the same fixation pauses. Hence the difference in proofreading demonstration. Dr. Crosland says that heredity, environment and so on fix the length, number and extent of fixation pauses with individuals, and matured persons have not altered them materially by practice work.

It appears to be much less possible to learn proofreading as one would learn to write news, declares the psychologist.

Ability of persons seeking employment as proof readers can be measured. (*"NPJ"* hopes to cover this part of the subject in an early number. The Editors.)

LABORIOUS, eye-straining reading of proof two or three times over to catch every error is a waste of time, the tests showed. Read with fair degree of rapidity the first time over. The test appeared to bring out that *practiced proofreaders tend to take more time than is necessary in doing their work.* So far as Dr. Crosland could observe, there was no appreciable difference in the accuracy of experienced and non-experienced readers. Neither was there any difference in the kinds of errors which each caught more easily.

Dr. Crosland's general conclusion is that the time taken had little relation to the accuracy. A slight margin of accuracy in favor of the slow readers was too small to compensate for the extra time and energy used.

INSTEAD of spending time concentrating on the entire line *the reader gets better results if he will focus his attention on the right end of the line and be sure that each character there is registered in his mind.* This was determined by Dr. Crosland. The columns, which were the usual newspaper width of 13 pica ems, were divided into four equal vertical strips, and the number of errors in each of these strips carefully counted. The number of mistakes escaping notice increased progressively from left to right.

STANDARD CODE FOR CO-OPERATION TO ADVERTISERS

Adopted by the IOWA DAILIES
For Use This Year and
'Til Further Notice

FIRST—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

Second—Be prepared to furnish a complete and accurate route list of retail grocers and retail druggists, both in the newspaper's home city and in the more important towns in the suburban territory covered by the newspaper's circulation.

Third—To introduce the advertisers' salesman to a number of the key retailers and to advise the representative as to sales conditions of competitive products.

Fourth—To urge retailers to feature displays of nationally advertised products in their windows and when this co-operation is desired to furnish the advertiser with the names of stores who will make use of these window displays. The newspaper is not, however, to be expected to trim windows.

Fifth—The newspaper will make market investigations for prospective advertisers, but will insist that the identity of the proposed advertiser be first made known.

Sixth—The newspaper will send a multigraphed letter to list of retailers in their territory telling of the campaign, furnishing the stationery without charge to the advertiser. The advertiser is in turn expected to repay the newspaper for postage, multigraphing and other incidental expense.

Seventh—The newspaper will decline requests for service that is not within the province of a newspaper, such as selling goods or other canvassing.

Eighth—The newspaper will decline to publish reading notices or puffs in their news columns for national advertisers.

Dr. Crosland believes that this can be overcome to a certain extent by pausing a little at the end of each line and making sure that the last fixation pause takes in all the end characters. Commonly, the eye jumps back to the next line before the end of the first one is actually reached.

There is also a small space on the left end of the line which the reader is likely to miss, as the first fixation pause commonly does not take in the first few characters.

It was found that mistakes in the lower half of the column seem harder to catch than those in the upper. When the page was divided into four horizontal sections, however, the relation of increasing difficulty from top to bottom did not hold in all instances. A few readers missed a larger number of errors in the third division from the top.

Dr. Crosland thinks the reader becomes more interested in the subject matter as he reads down, and so has a tendency to overlook errors at the lower part. He also believes that fatigue has something to do with this.

ANOTHER point brought out was that the average reader finds a higher percentage of the mistakes in a dirty proof than in a clean one. The lowest rating for accuracy was made in series D, which contained the smallest number of errors.

The tendency of a clean proof seems to be to throw the reader off his guard.

Farmers Are Big Customers for the Job Department

Here Are Fifteen Ways in Which He Can Be Interested by the Printer-Journalist

By F. V. FAULHABER

THE community newspaper publisher depends a good deal upon commercial printing for his success. The object, generally, is to go to all sorts of business men and tradesmen, pointing out to each why printing should lead to bigger profit. *The farmer has not been thoroughly interested in regard to good printing.*

Those who have tried to sell *the farmer* have found that he himself *should be visited and the proposition laid before him.* The following comes from one printing expert regarding the farmer as a prospect for the small town newspaper publisher.

"The farmer is not such an easy mark as some have painted him, but nor is he such a doubtful prospect when it comes to doing business. *Too many have gone after the farmer's business imagining it could be obtained through half-way measures.*"

The farmer is a good business man today. To attend to that business it is essential that he use good stationery, with good printing.

HOW many farmers are using distinctive letter heads. The farmer who is without good letter heads is deterred often in the matter of writing. By going to all the farmers in a vicinity with some compelling specimens, showing how each could do more and better business through the use of an attractive, perhaps a colored, (yes, even an illustrated!) letter head, the farmer's ears will always be receptive. He is willing to be shown. Weave an interesting picture for him; good letter heads go hand in hand with good business.

From letter heads it's one step to envelopes. Convince him that the printed envelope is a form of advertising when indicating the specific nature of his business, and that he will be making a better impress.

How many farmers have difficulty in collecting their accounts? Now, instead of going to friend farmer and start: "I'd like to sell you some good billheads, Mr. Taggert—have you ever used them?", why not say something like this: "Mr. Taggert, we are not at all surprised if payments come in slowly; you should use some good bill-head, so that you can collect regularly." Educate him to collect promptly. Allied with bill heads are *statements.* There are farmers who have never used a statement in their life. Why? Simply, they have not been told about them.

HOW many farmers are using *their own shipping tags?* Why not show the farmer that the biggest businesses are using the right kind of printed tags, that these are working at an advantage? Shipments will not so easily get lost when identified with some suitable printed tag.

Booklets! Has the farmer something particular to sell? Maybe he wants to sell more honey. This but conveys a hint of possibilities. No matter what the farmer wishes to sell on a larger scale, if he is desirous of reaching more prospects, quickly and efficiently, booklets or folders solve the problem.

Catalogs! How many farmers in your vicinity would use catalogs if they knew everything about them for their own uses? Particularly the big farmer, the live-stock farmer. Why must many farmers go outside of their own neighborhood for good, satisfactory catalogs?

If the farmer sells honey, eggs, butter, or what-not, circulars will bring about more business. Examples might be presented, even a copy of the sort of printing that the farmer could use—it is an easy step to increased business.

In the same way, *envelope enclosures* of all sorts might be sold to the farmer.

Sometimes the farmer can be encouraged to use *form letters* that can be prepared in the office of the small town newspaper publisher.

And checks. What kind of *checks* is the farmer using now? Might he not be persuaded to use some check advertising his business, made in the establishment of the small town newspaper publisher? The farmer is ready to do more business, better business. A good advertising check will help him toward this end.

Is every farmer doing business properly? Are there not some things lost sight of, many things forgotten that bring later regret? *Memo slips* have the call here.

THIS MATTER COMES UNDER
THE HEAD OF
PAID ADVERTISING
WE WILL BE PLEASED TO RUN
THIS AT OUR CARD RATES
MEMBER ILLINOIS PRESS ASSOCIATION.

STAMP USED BY I. P. A. ON MATTER RETURNED TO SPACE GRAFTERS

The farmer can even be encouraged to use *purchase orders.* Many errors occur because purchases are sometimes made indiscriminately. Then comes the need for *requisitions.* The big farmer should be interested in this form of printing.

BLOTTERS! How many farmers are using these? Cannot the farmer be induced to use them? When we go to the farmer and exhibit a few specimens used by others he will instinctively feel a pride by the thought of distributing some himself. Blotters tell others about the farmer's business, they are useful, and not discarded. Some farmers can use monthly blotters profitably. Let him try out a small order for one calendar month, and see if he does not keep interested.

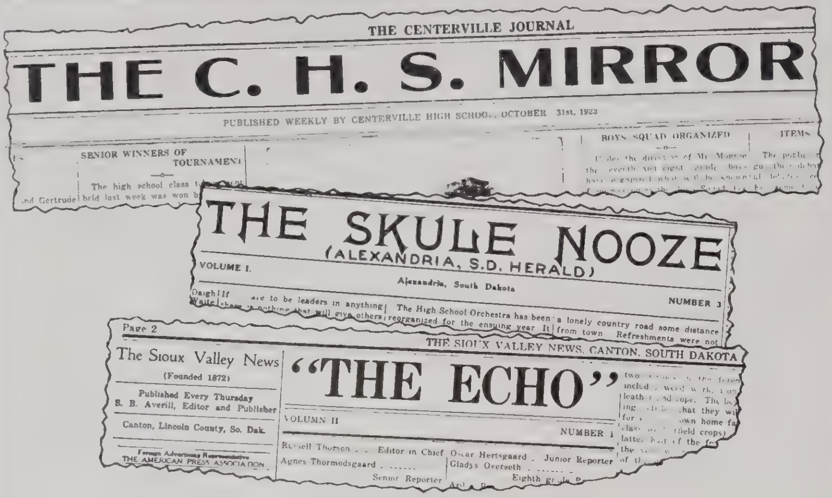
Filing cards of all sorts have a place in the business life of the farmer. Yet, how many farmers are using filing cards? By explaining to him some convenient system, adapted to the individual's particular requirements, enough of this particular business should be invited to bring about liveliness in the office of the small town newspaper publisher.

Apart from much of the trade that should develop for the business purposes of the farmer, there is the matter of the *social* side, too, to be considered. The farmer is needful of social stationery of all descriptions in line with the various functions that come about. Naturally, the small town newspaper publisher should keep in close touch with the farmer. He can be induced to buy different announcements where else the thought about it may never enter his mind.

Call on and *Sell* Farmers

Letterheads
Envelopes
Billheads
Statements
Shipping Tags
Booklets
Catalogs
Enclosures
Form Letters
Checks
Purchase Orders
Requisitions
Blotters
Filing Cards
Social Printing

SHOW SAMPLES; GIVE IDEAS



THE CENTERVILLE JOURNAL

THE C. H. S. MIRROR

PUBLISHED WEEKLY BY CENTERVILLE HIGH SCHOOL, OCTOBER 31st, 1923

SENIOR WINNERS OF TOURNAMENT

BOYS SQUAD ORGANIZED

ITEMS

THE SKULE NOOZE

(ALEXANDRIA, S.D. HERALD)

VOLUME I.

Alexandria, South Dakota

NUMBER 3

Page 2

THE SIOUX VALLEY NEWS, CANTON, SOUTH DAKOTA

The Sioux Valley News

(Founded 1872)

Published Every Thursday

S. B. Averill, Editor and Publisher

Canton, Lincoln County, So. Dak.

Foreign Advertising Representative

THE AMERICAN PRESS ASSOCIATION

"THE ECHO"

VOLUMN II

NUMBER 1

Russell Thorson . . . Editor in Chief

Oscar Hertsgaard . Junior Reporter

Agnes Thormodsgaard . . . . Senior Reporter

Gladys Overseth . . . . Eighth grade Reporter

HEADINGS OF SCHOOL-NEWSPAPER-DEPARTMENTS

School Papers Become Parts of Regular Weeklies in S. D.

Advertising as Well as Current Events Are Carried More Satisfactorily, Is Report

THE plan of printing high school newspapers *as part of the local newspaper* is working out favorably in South Dakota. The Centerville *Journal*, the Lyman *County Herald*, the Canton *Farmers' Leader*, the Alexandria *Herald*, the Sioux Valley *News* and several other papers each publish successful school news departments in the form of miniature newspapers in their columns.

Paul Dutcher, as leader in the South Dakota Press Association and editor of the Brookings *Register*, has urged cooperation of the high school editors with the community newspapers. In an address to an assembly of high school editors at the second annual Journalism Day held at the South Dakota State College of Agriculture and Mechanic Arts, Brookings, he said:

"Instead of getting out your own publication, why not ask your local paper to give you a page or two for the purpose? In that way both of you will be benefited. Your editors, news writers and proof readers would get the same experience. Your business manager could solicit, write ads and collect just the same, and the publisher in return would be glad to give of his experience which, many times, would be invaluable."

"On the score of free publicity for entertainments, I will not recommend the *East Oregonian* as a model as some editors see it. We have always been an 'easy mark.' We have been over-generous, in a way. After devoting much of our good space to exploiting affairs for the High School, the Woman's Club, or other organizations, it is not uncommon to us that they seek cheaper shops when they want their job work done. We need 'reformation,' and have recognized this fact since away back in 1877. We do not use those civil service notices and when Uncle Sam wishes a new janitor for the Federal Building or some new stenographers we decline to make a news item of something that should be carried in a want ad.

"The press bulletins from the agricultural college and the university receive our generous attention for two reasons. First, because we are moved by a desire to be generous with publicity relating to these institutions, and second, by the further fact that the stories have news value. This news, however, often is slow and late."

◆

Ole Buck Swings an Upper Cut

Nebraska's Field Secretary Recounts Problems Typical of Those in Many State Associations

OLE BUCK, field manager of the Nebraska Press Association, coming out with a new form of monthly bulletin to members, shows a few warmer curves in dressing down certain conditions which he runs into.

One is the fact that the local telephone directory printing business seems to be drifting to wholesale contracts placed in large centers, the local printer-journalist losing the business. Mr. Buck is told by individual phone companies that they have paid all the way from $35 to $150 in different cities for a like job.

"The only remedy", he suggests, "is more careful figuring of the cost of such jobs. If this is done it will most certainly increase the cost of some jobs. This will mean salesmanship to convince the telephone people that the price is right. In other instances it may result in a lower price. And in all instances it will mean having information you can stand on when you fix a price."

THE association has put Miss M. M. Hansen, recent head of the Western Newspaper Union service department at Lincoln, Neb., in charge of the new association advertising department. An early experience was that she quoted rates to an advertiser on a group of papers. The advertiser "proved to her by letters, invoices and other evidence that he had bought the space in the same papers at an average price of about half the average price that the association was authorized to charge." The bulletin continues: "Can you beat it? Is there any argument we can put up that will convince this advertiser that publishers are business men and doing business on a business basis?"

Mr. Buck also exposes the free publicity methods of politicians, life insurance companies and others.

"NPJ" reprints these items in no wise as "personal" to the Nebraska association, one of the livest and finest in the country, and far in advance of some just because it has a militant, free-speaking state secretary. These articles are intended to illustrate present-day problems in the field of printing-journalism, and ways and means of meeting them.

◆◆

"Know Nebraska" Supplement Planned by Press Association

A "KNOW NEBRASKA" supplement to be issued simultaneously by one paper in each county, which will present the complete picture of the state, its resources, industries, its attractiveness as a place of residence, and its history, is being planned by the Nebraska Press Association. Papers publishing the supplement will also issue an additional supplement covering their particular counties, it is planned. The work of preparing the supplement is in charge of a special committee of which J. P. O'Furey, of the Hartington *Cedar County News*, is chairman. Net revenue from advertising will be used to finance the office of the field secretary. A total circulation of 300,000 and advertising receipts of $50,000 are expected.

◆◆

Interests High School Students and Parents in His Newspaper

ED. HEADLEY, Haven (Kans.) *Journal*, offered three prizes to high school journalism class students for the best essays on "Advertising as a Business Force." Mr. Headley states that the contest brought satisfactory results for the paper in good will, circulation and job work.

In This Building, the Job Department Occupies the Left Half, Separated From the Newspaper Division by a Partition Running to Steel Girders Supporting the Roof. Offices Are in Front, and the Newspaper Press in the Basement, Where the Newsboys' Room Is Also Located. No Employe Is Allowed to Divide His Time Between the News and Job Departments, Eliminating Much Friction and Simplifying Cost Work

Sturgis (Mich.) Journal's Mechanical Executives. Left to Right, Standing: H. C. Pettijohn, Linotype; George Simmons, Job Pressman; L. A. Good, Superintendent Job Department; R. L. Johsfn, Job Compositor; Roy C. Burleson, Foreman Newspaper Shop; Harold W. Prince, Linotype; C. L. Hawks, Linotype; (Kneeling) F. H. Murray, Stereotyper and Pressman; Fred Dart, Ad. Compositor; John Kasdorf, Job; Paul Henry, Make-up.

More Work, But Better Return in Smaller News Plants

—Mark P. Haines
PUBLISHER, STURGIS (MICH.) JOURNAL

90 Per Cent of Ad-Space Sold Up Constantly; Over Half Written in This Office With Community Service Ideal

By John B. Roswick

Mark P. Haines, editor and publisher of the Sturgis (Mich.) *Journal,* a daily with 3,300 circulation in a 6,000 town, started eight years ago by buying the Sturgis *Semi-Weekly Journal,* and two years later purchasing the Sturgis *Times-Democrat.* The force of three has grown to 27, not including 15 newsboys and 16 correspondents. A year ago in November next, the *Journal* moved into a new building. A fine plant is maintained. Ninety per cent of this daily's space is always contracted for. More than half the copy to fill it is written in the *Journal's* office. Advertising cut services are prized. Not less than two are used constantly. As to circulation, it delivers more papers than there are homes in Sturgis. There are no street sales.

Community service based on the idea that the smaller newspaper, although its work is more exacting owing to the glare of close interest always focused upon it, has the larger opportunity compared to a big-city property.

The chief of this paper in the fruitful county of St. Joseph, Mich., surrounded by a manufacturing community, has established six commandments which will interest every printer-journalist, whether villager, small-towner or metropolitan:

1. *Let the spirit of your paper be one of friendly tolerance.*
2. *Stay out of partisan politics.*
3. *Stick to your own game. Anyone can be postmaster with a little political drag.*
4. *Be loyal to your community without becoming provincial.*
5. *Mix often and long with fellow newspaper publishers. You'll learn something.*
6. *Educate your readers to believe that you have no axe to grind other than the common good.*

◆ ◆ ◆

Fred Dart

Dean of Sturgis (Mich.) Newspaper Mechanical Workers, Presiding in The Journal's Fine Ad-Alley—A House of Glass and Light

Here and there, then and now, one gets into a newspaper plant where the commercial printing department is a side issue, to speak frankly. The newspaper dominates the interest of the head of the business, which may be the fruition of a long-time desire for those sweets that go with the bitter, those roses which go with the thorns of printing-journalism.

It is not difficult to find newspaper plants—more than 90 per cent of which have commercial printing departments—where the job section is the bread and butter, in fact and by admission. Recently a number of plants have taken another step; namely, the strict division of the newspaper and job departments. The Sturgis *Journal* is one plant operated upon such a policy. Here the two departments are organized entirely as separate units. With the exception that the newspaper and job printing businesses are operated under the same roof there is no connection between the two. *No employee is permitted to divide his time between the two departments.* This eliminates much of the friction and grief usually found when the two organizations are joined.

"There is one thing upon which we insist in the job printing department," said Mr. Haines, "and that is to scrupulously keep every promise made as to delivery of work. We find this one consideration is more important than any other in soliciting and producing printed work. We do not try to compete on the basis of price—we make other considerations paramount, the chief of which is the prompt and efficient service. The fact that this part of our business shows consistent and gratifying gains is evidence enough that our policy is based on correct principles."

How much advertising should your paper carry? What is the limit to the amount of advertising that can be

(TURN THE PAGE)

HAINES ANSWERS, "How Much Advertising Should Your Newspaper Carry, in Comparison to the Population?"

secured by a newspaper economically in a place of 5,000 to 10,000 population?

"That is an intricate subject," said Mr. Haines, "and may involve many considerations.

"Roughly, I would say that *a newspaper should reach an annual total volume of advertising equal to 5 per cent of the gross annual sales of all the retail merchants in the community.* Some will advertise considerably more than 5 per cent of their gross; others less, and some not at all.

"Assuming that the annual gross retail business in a city, is $1,000,000 the newspaper should not be satisfied with less than $50,000. Upon this basis no merchant can afford not to advertise and it yields a revenue that is about the least that a good newspaper can be operated upon."

"What do we do about politics? Three years ago the *Journal* started a crusade for the commission-manager form of government in Sturgis. The plan was adopted and partisan politics have been eliminated, a good thing for both the city and the newspaper. When politics is news we handle it—when it isn't we leave it alone."

When asked how the *Journal* compared with the large papers on world and local news Mr. Haines stated:

"I think a small paper, like the one in Sturgis, has the greatest field for development. The small city paper has to be more carefully edited than the ponderous city daily. Space is more precious with the small city dailies as a consequence, the reader is supplied with a more discriminating selection of the day's news. In the matter of accuracy, the paper that serves a small community has to be infinitely more careful."

AMPLE space is provided for the job printing department in the spacious new *Journal* building. A room 27 feet wide and 70 feet long contains modern type cabinets, drying racks, imposing stones, etc., devoted entirely to commercial printing. Two job presses, one a Miller-fed, and a cylinder press for the printing of larger forms, are part of the ever-busy equipment.

"Of course," said Mr. Haines, "it takes a lot of work—hard work—but you *must* serve your community in which you are located to obtain success. Boosting the things that help your home town and fighting the things that hurt it. Always respect the other fellows' opinion. These things build the job department as readily as the newspaper."

Seven skilled workers are required in the newspaper shop, six in the news department, five in the job department, two in the general office, two in the news press room and a janitor.

MARK P. HAINES

Editor and Publisher, Sturgis (Mich.) Daily Journal

◆ ◆ ◆

The office organization consists of: J. Fred Mayer, advertising and business manager; Alfred C. Sleight, managing editor; J. P. Linder, F. B. Ainger, Aloysia McLoughlin and Eva Blass, reporters; Mrs. A. C. Sleight, bookkeeper and office manager; Miss Thelma Johnsonbaugh, stenographer and proof reader.

The Journal's new home is located on the northeast corner of Chicago and Jefferson streets at the very edge of the Sturgis retail district. The building is 54 feet wide by 100 feet deep and faces the south. A space of twelve feet has been left on the east side for a driveway and to assure light. The front windows are of plate glass with copper store sash, and remaining windows on the sides and rear are of the ventilating steel sash type. Tapestry brick of varying shades ranging from a deep red to olive green laid in Flemish bond with a wide sand-colored mortar joint give an effect of richness and individuality. Over the building three magnificent elms cast their comforting shadows. The entire front is devoted to offices. At the extreme left is the private office of the publisher, next to that is the general office and to the right of the entrance are the offices of the advertising manager and the news department. From the entrance a flight of easy stairs leads to a spacious open lobby. An electric sign on the front flashes the name of the *Journal*.

Didn't Get New Subscribers But Was Strong on Renewals

Circulation Plan Experience Proves That Right Time Is as Important as the Premium Itself, in Cashing in on Campaigns

BUILDING circulation with insurance policy plans by "cold," "first-time" house-to-house canvass is a mistake, according to J. E. McDonald, circulation manager of the Marion (Ind.) *Leader-Tribune*, in the I. C. M. A. *Bulletin*. He says the method requires too much selling talk and takes "the kick out of a real newspaper selling talk, and kills time". Mr. McDonald, however, has run advertisements in the paper describing the insurance plan, turned his attention to live contests for boys and girls, and then used the insurance for renewals. The *Leader-Tribune* is located in a town of 26,000, with a fairly large rural population, has strong competition from large dailies and seeks to keep at the 8,500 a day mark.

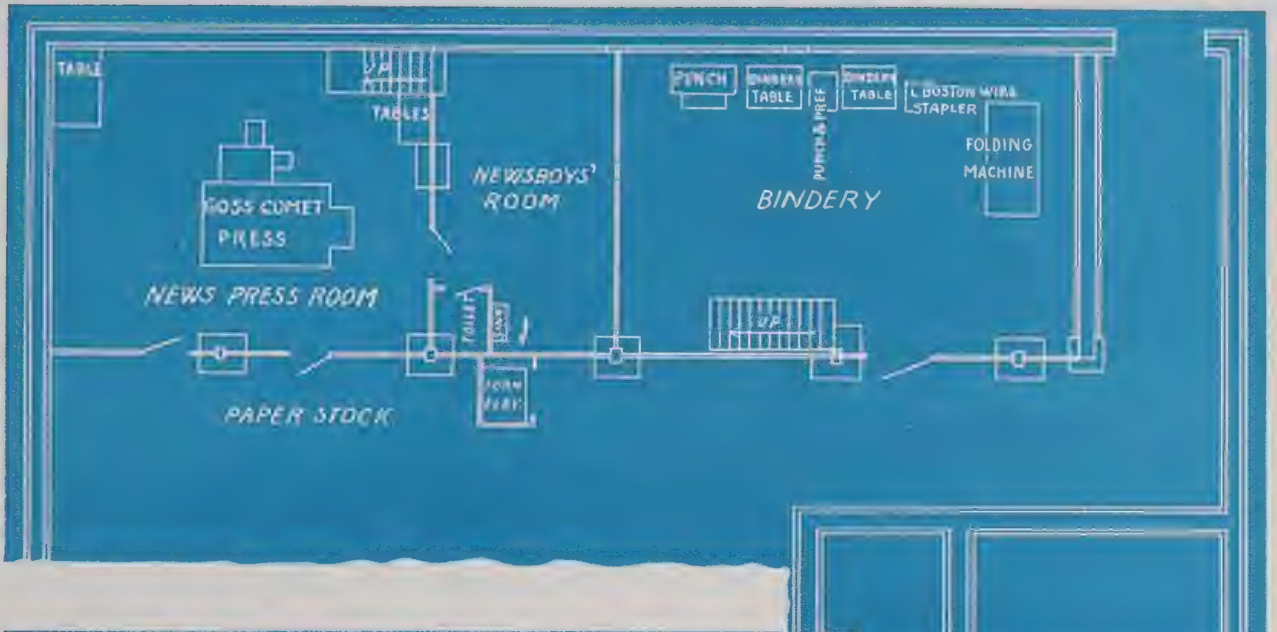
"Our *first* step in building circulation," says Mr. McDonald, "is to put on a series of contests. Wagons, skates, sleds, radio apparatus, baseball outfits, etc., are the main features. We figure about fifty cents a subscriber for twelve weeks in determining the number of subscribers required to the cost of each article.

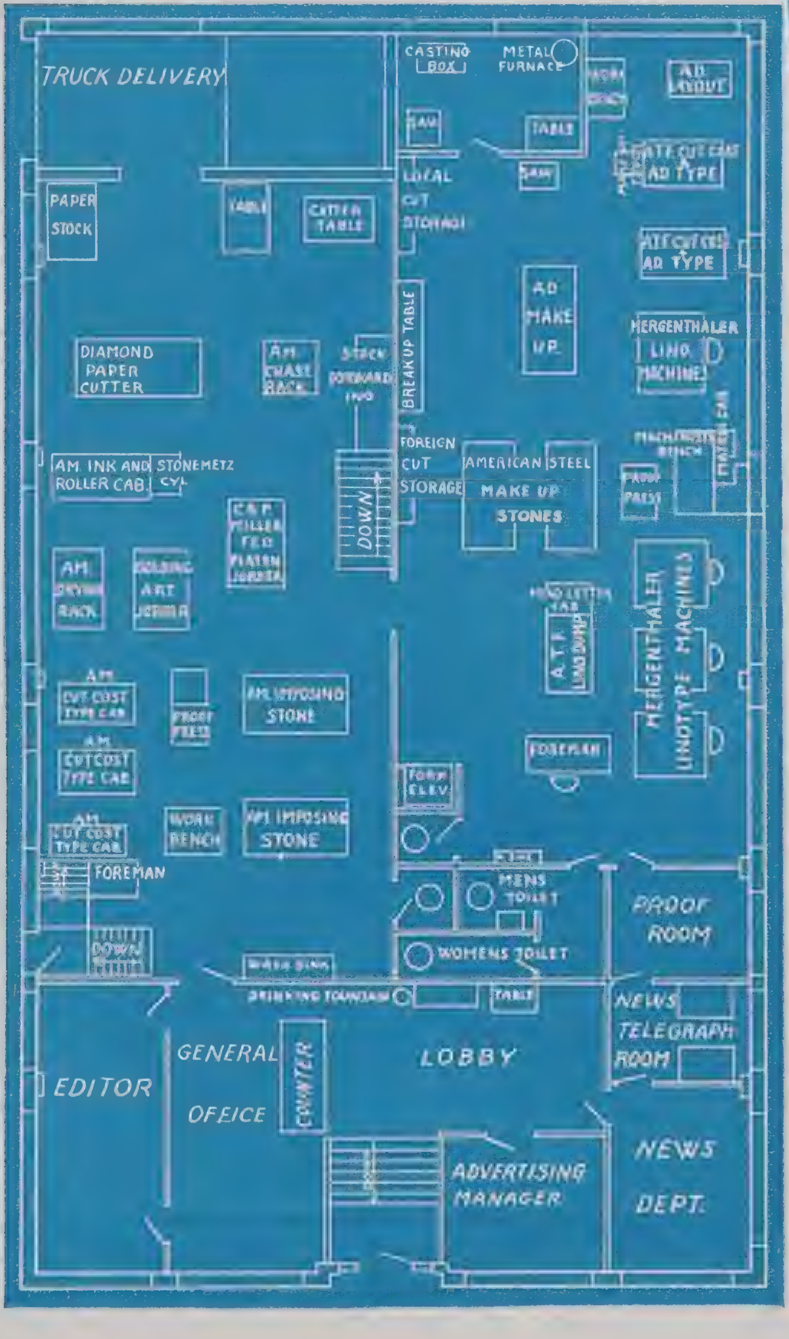
"We advertise the contest in the newspaper and print hand bills which are handed out at the school houses. The boy or girl is given a blank on which the subscriber pledges the subscription for twelve weeks and which is followed with a verifier. The contest is carried on until the interest has ceased.

"In the meantime while this contest has been going on we have been putting on an extensive advertising campaign in our paper on our insurance.

"Then three or four or five canvassers are then picked up, most of them women. They are sent out with the list of names of the new subscribers secured through the contest. The first question asked the new subscriber is: 'How is the service? Is the news and features satisfactory and do you like the paper?' Conversation ensues. Then the canvasser is expected to point to the insurance feature.

(CONCLUDED ON NEXT PAGE)





Floor Plan of Sturgis (Mich.) Journal

TOP—Basement Floor Plan, Showing Press, Bindery and Newsboys' Room.

SIDE—Main Floor, with Job Rooms at Left; the Entirely Distinct Newspaper Side at the Right, and Offices and Editorial Rooms in the Front. This Plant was Laid Out by the Efficiency Engineers of the American Type Founders Co.

◆◆

NO SUBSCRIBERS, BUT GOOD ON RENEWALS

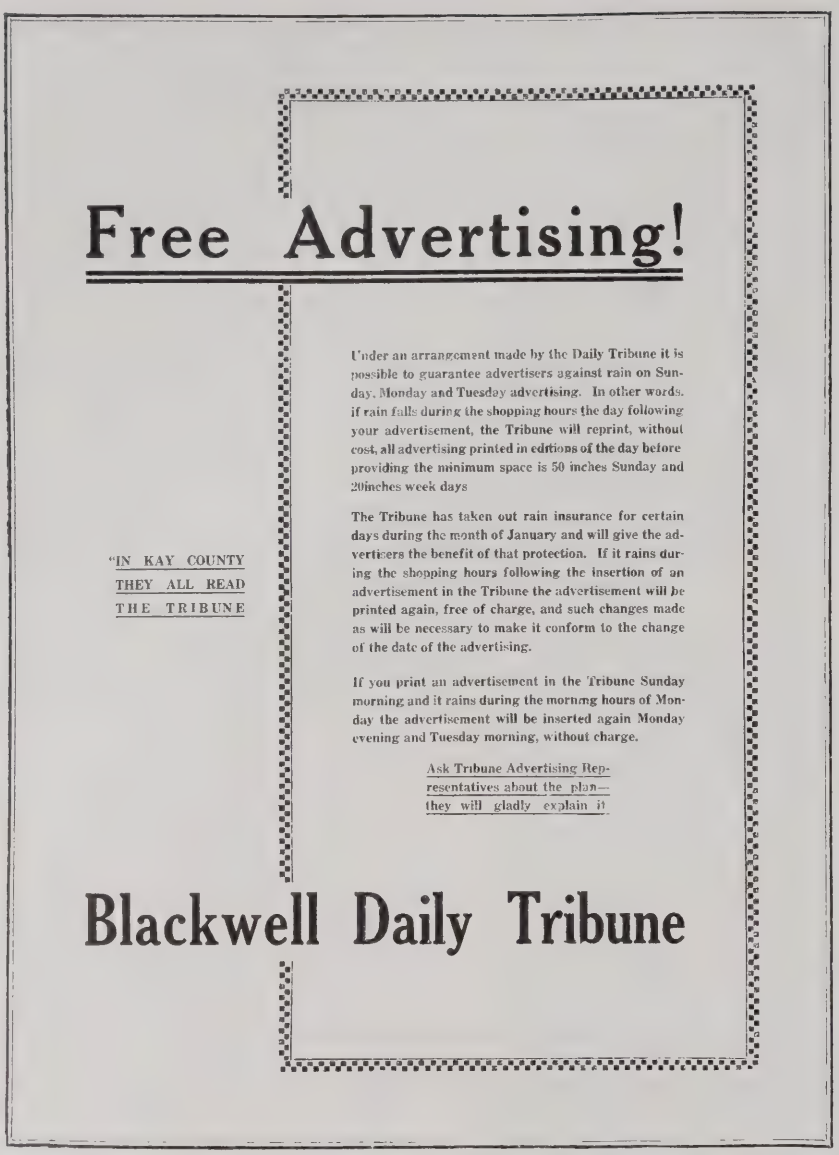
(CONTINUED FROM PAGE 18)

"On the policy is the coverage of the insurance in brief form. The canvasser hands the policy to the housewife to look over. It takes about two minutes. Eight out of every ten, I would judge, favor this insurance and if they do not sign and pay their money to the canvasser an application blank is left.

However, we do not want to forget that a still greater stabilizer is found in the editorial room. Help the editor put across his new features. Keep in touch with him and let him know the bad things you hear about this or that feature and how certain news sources are handled. And above all things if you are showing a gain and at a time when you are not really making any effort to build through contests, etc., tell the editor."

W. P. A. BREAKS RECORD IN SUMMER TOURING

Wisconsin Press Association members, with their own band and using automobiles attended the Milwaukee Graphic Arts Show, toured southern Wisconsin, were banqueted in Janesville and Milwaukee, and joined in an exhibit at the State Fair—all in four days, Aug. 22-25.



Free Advertising!

“IN KAY COUNTY
THEY ALL READ
THE TRIBUNE

Under an arrangement made by the Daily Tribune it is possible to guarantee advertisers against rain on Sunday, Monday and Tuesday advertising. In other words. if rain falls during the shopping hours the day following your advertisement, the Tribune will reprint, without cost, all advertising printed in editions of the day before providing the minimum space is 50 inches Sunday and 20inches week days

The Tribune has taken out rain insurance for certain days during the month of January and will give the advertisers the benefit of that protection. If it rains during the shopping hours following the insertion of an advertisement in the Tribune the advertisement will be printed again, free of charge, and such changes made as will be necessary to make it conform to the change of the date of the advertising.

If you print an advertisement in the Tribune Sunday morning and it rains during the morning hours of Monday the advertisement will be inserted again Monday evening and Tuesday morning, without charge.

Ask Tribune Advertising Representatives about the plan—they will gladly explain it

Blackwell Daily Tribune

One of the Large-Space Advertisements Used to Sell Rain Insurance Plan to Space Buyers and Readers

Rain Insurance on Advertising Return Doubles Volume for Bellatti's Paper

Publisher of Blackwell (Okla.) Tribune Explains Method He Uses With Good Results on a 6,000 Daily

The Blackwell (Okla.) *Tribune*, C. Robert Bellatti president and editor, has been guaranteeing advertisers in its columns against loss by rain during shopping hours on the days following the appearance of the advertisements in the Sunday, Monday and Tuesday issues.

Mr. Bellatti, in response to a request from *“NPJ,”* states that the plan has worked very well, and gives the following outline of it as an experience of value to fellow printer-journalists:

“If rain of ⅛ of an inch or more follows during the shopping hours on the day following the advertisement, we reprint without cost all advertising printed in editions of the day before provided the minimum space is 50 inches Sundays and 20 inches week days, making such changes as necessary in regard to the date of the advertising.

“The cost of the insurance is small, the rate being $4 per hundred. For example, $200 insurance on Sunday advertising cost $8 premium.

“The plan has worked out very well and has especially built up our Sunday advertising as we are now running 100% more advertising than before inaugurating the plan. In case of rain the insurance company pays the newspaper the amount of the advertising carried for that day which is run over again in accordance with the announced plan.”

The *Tribune* advertises its plan in its own columns and through mail and personal contact. Its circulation is near 6,000, and its local and foreign rate 56 cents per inch, all ads to be specified for evening edition which include the morning following. Sunday edition rate is 56 cents per inch. The *Tribune* has Associated Press, United Press and United News services, and is located in a growing oil and agricultural country.

◆ ◆ ◆

Not a Printer, But a Retailer, Says:

A middle western automobile dealer who has studied the advertising problems of his business with great care, declares that money spent for advertising in the following mediums is mostly wasted:

1—Amateur theatrical programs.

2—Students' newspapers and magazines of all kinds.

3—Programs for charitable entertainments of all kinds.

4—Special stunts which are gotten up simply for the purpose of selling advertising to all those folks who will buy space—such mediums being specialized directories listing the names of merchants in certain classes of occupations or giving rural route patrons' names or something of that sort, city fire alarm stations which have a lot of advertising carried around the list of stations, and so on and so forth.

5—All advertising which has an unknown circulation or a circulation which cannot be satisfactorily estimated and all advertising which goes to people who cannot be considered as good prospects for the advertiser. For instance, advertisements in booklets containing lists of rural route patrons go to people who are interested in circulating such folks.

◆ ◆ ◆

Novel Idea for Heavy Forms

U. S. Lindsey, publisher of the *Journal* Rockport, Ind., handles a two-page form from stone to press in an original and simple manner.

Mr. Lindsey secured sufficient length of ordinary trackage to the ceiling to give a track from the stone to press, passing a lye-trough en route, and from a door roller suspended a chain-hoist. With the use of this homemade carrier, the heavy double-truck forms are raised from the stone, transferred a considerable distance and lowered to the bed of the press by one man without assistance and with minimum danger of being pied.

After being run, the forms are lowered to the lye-trough and left suspended to dry before being returned to the stones. —*Publishers' Auxiliary.*

Step on Her!

Blackwood, in "Pointers"

WHEN yer plans all git to goin'
Rotten and yer git the blues,
An' yer kinder git to knowin'
'Mong yer frens jist who is who's,
Dontcher go an' start to losin'
All yer confidence and pep,
Fer rite in the field yer choosin'
Yer haf gotta make yer rep,
An' there aint no use in changin'
Jobs an' hopin' fer the best,
Fer ole Fate in her arrangin'
Treated you 'bout like the rest.
Step rite on 'er, keep a goin'
Never stop a little bit,
Jest remember the worlds a knowin'
Thet enny fool ken kwit.
But when things air goin' rotten
An' they think they've got yer licked,
Then's the time yer sure haf gotten
To show 'em how to stick.

◆

Prophecy, '89

'TWAS a Friday rush on the Um-Tum World,
The types were all busy, even little Pearl
Was doing her part, without fuss or racket,
Cramped, though she was, in between the brackets.
Double Great Primer, as befitting his kind,
Directed maneuvers from the topmost line,
While "Kid" Small Pica, with head erect,
Jealously guarded the second deck.
Third in command, as a matter of choice,
Was rightfully left to "Red" Burgeois,
While the heavy work of molding opinion
Fell to the lot of Brevier and Minion.
Tod Sloan and Mike O'Dowd,
A couple o' "swifts" among the crowd,
Were pounding the type into the stick,
With a merry rhythm of click, click, click.
"Listen to this," said Tod with a roar;
"Here is a bird down in Baltimore
"Whose after our jobs; he is, I wean,
"And gonna set type on a great machine."
"Har, har, har," laughed Mike O'Dowd,
And was heartily joined by the rest of the crowd.
"When I read them things they make me laugh—
"Them horseless carriages and phonygraphs.
"Now pretty soon along'll come a guy
"Who'll give us some wings and make us fly—
"Or, better still, we'll have a fixture
"Tod and Bill walking 'round in a picture."
The jest ran on, increasing in volume
As the sticks were dumped in the waiting column,
And was only checked by the bell at noon,
Which sent the comps. scurrying to the corner saloon.
Out of the silence that fell in the room
A solemn spectre seemed to loom
To Double Great Primer, who, debating whether,
Decided to call his family together.
And there in the silence of high noon time,

(SEE COLUMN 3)

PRESS-TIME

By
JAMES EDWARD HUNGERFORD
(All Rights Reserved)

I WANT to be back where the presses are hummin',
A-hoppin' about in the bustle an' din;
I want to be *there,* where the "copy" keeps comin'—
An' ev'ryone's *hustlin'*—busy as sin!
I want to be back where the printers are pluggin'—
The ad-setter boys, an' the linotype men;
Where motors are whizzin', an' presses are chuggin'—
I want to be back on the old job again!

I want to be back where the city room's swarmin',
With busy reporters a-hoppin' about;
The thought of it fills me with visions, heart-warmin'—
The "boys"—an' the *paper* they've got to get out!
The telephones ringin', an' typewriters clickin';
The copy-boys runnin' about, to an fro;
By golly, the thought of it makes my heart quicken—
Yep, *back on the job,* I am yearnin' to go!

Way down in the press-room, the presses are feedin'—
A-eatin' up paper—a ton at a meal;
To give folks at breakfast, some breakfast-food readin';
The sad an' the bad, an' the *good* an' the *real!*
The pressmen are pluggin' to run the edition—
All covered with sweat an' a coating o' ink;
To get out the paper "on time", is their mission—
Just one little slip—*an' things go on the blink!*

I want to be back where the night-shift is workin',
Beneath the white blaze o' the shimmerin' lights;
Where ev'ryone's busy, an' nobody's shirkin'—
Gee! how my heart *aches* for those *newspaper nights!*
I want to be back where the "copy" keeps comin'—
A-takin' my place with the type-settin' men,
Or hoppin' about where the presses are hummin'—
I want to be back on the old job again!

◆

Thursday Night

By CHARLES NICHOLLS WEBB

EDITORS, ranking high in state,
Making decisions to ruin or save,
Often, methinks, may cogitate
Earlier problems of import grave;

Problems like this: *The foreman tight,*
Drunk by'r Lady, on Thursday night!
The devil sick, not a cent in sight,
And the patents C. O. D.!

How we solved it, Heavens knows;
Somehow we did, 'though we shouldn't brag;
Somehow we earned a night's repose
After we'd printed the little rag.

Editors guiding the destinies
Of state and nation well may weigh
The relative gravity, if you please,
Of questions today and yesterday,

Problems of government trivial quite
Beside that one of a Thursday night,
The foreman drunk; not a cent in sight,
And the patents C. O. D.!

An Old Printer

Christian Science Monitor

HE MADE me think of Franklin as he stood
There at the stone, keen eyed and skilled of hand;
One of a great, far-reaching brotherhood,
One of the many printers in our land.
Plainly he loved his task. A quick glance here:
Some quoin to loosen, letter to reset.
Page after page he tied, while we stood near.
Our very presence seemed he to forget.

I thought of other printers, centuries gone—
Gutenberg, Caxton, Aldus, thrifty Ben—
While here before me, swiftly on and on
This artist labored now, as had those men.
"A printer long?" I asked. He paused to say:

"Just sixty years—and never missed a day!"

Francis Crosby Hamlet.

◆

Prophecy, '89

(FROM COLUMN 1)

Back in the year of eighty-nine,
Double Great Primer, with eyes full of tears,
Unfolded a prophecy of the coming years.
"You and I, my children," said he,
"Are doomed to oblivion, 'tis plain to see,
"For out of the vision this fact I glean,
"That type in the future will be set by machine.
"Though we've done our duty, our very best,
"We must step aside for great progress,
"Who stops for none, nor gives the way,
"But goes ahead from day to day.
"For the world demands and the world will get
"Things that are greater, and greater yet,
"Till the zenith is reached, and the heighth of power
"Revolves by force to the zero hour."

◆

The Last Form

Jo Swerling,
Franklin Witness

WHEN earth's last form has been printed,
And the presses are rusted and stilled;
When the last slug is cast on the lino,
And there are no more forms to be killed,
We shall rest, and, faith, we shall need it,
Lay off for an aeon or two,
Till the Super of all good workers
Shall hand us some copy anew.
And those who set right shall be happy,
And each by a great golden case,
Shall fashion most wonderful settings,
In types of spiritual face.
And the quads and the leads will be plenty;
We shall all work with bright Golden Rules,
And when time is called for the recess,
We shall wash up in clear, limpid pools.

Newspaper-Job Printing Success Built by Putting the *Right* Foot Forward

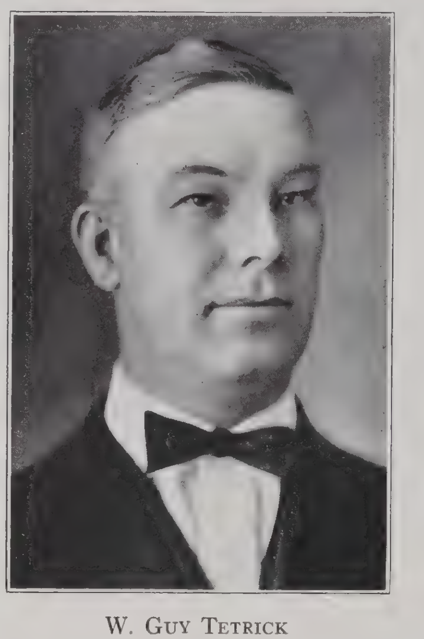
AN EXPERIENCE STORY PROVING THE "NPJ" POLICY

As an introduction to this article about the Clarksburg (W. Va.) *Exponent*—W. Guy Tetrick, general manager; credited with close to 10,000 daily and also Sunday circulation in a city of 30,000 (which is the birthplace of the Democratic candidate for President of the United States)—I am asking my readers to get the significance *at this time* of an editorial which appeared in the *Exponent* recently, when it entered its new building.

This editorial appears to me to strike the bell for the printer-journalists of America, as a concrete expression of what *"NPJ"* has been trying to get across in recent articles, editorials, and addresses to newspaper and printers' conventions; namely, that the time has come to stop *public* self-commiseration over the difficulties and problems of the business entitled "printing-journalism," and replace any and all such utterances with public presentations of constructive, strengthening facts about individual plants and the business in general.

It has become epidemic, so to speak, in the past few years for well-meaning but erroneous editorial minds to let out a bleat to readers about the "hardships" of some phase of the business, and before one can turn around, the editorial or story or whatnot, is copied by innumerable other papers. Must some printer-journalists yet depend on the old stuff of trying to *sob* their way out of their problems thus *most certainly* inviting the attacks of the self-seeking critic of the press and the press-agent grafter? Every other business in the country has its problems—and, has gotten well past the infantile period indicated by the "sob stuff." An editorial like the following exemplifies the newer attitude of thousands of printer-journalists, and clearly points the way and method needed today:

> THIS is a *day of newspaper plant construction.* All over the land newspapers are strengthening and perfecting their mechanical equipment and extending and enlarging their news gathering and distributing systems. Millions of dollars have gone and are going into individual plants, and *the total sum that has been spent in the past five years and will be spent in the next five will run well into nine figures.* Some of the buildings for newspapers now in course of construction are distinctly monumental and will cost as much or more than West Virginia purposes to spend on the new capitol at Charleston, and these will rank with the world's most notable architectural achievements.



W. Guy Tetrick
Secretary-Treasurer
General Manager
Clarksburg (W. Va.) Exponent

> Inevitably this strengthening of the newspapers is going to have an important direct bearing upon the course of events not only in this country but in the world at large, and it is a fact which ought to stimulate state pride that West Virginia newspapers are keeping well abreast of the movement. In no state have the newspapers grown more rapidly in the past ten years, and even greater expansion and development may be looked for in the next ten, and within another year at the outside, almost all of the daily publications in West Virginia will be housed in buildings that are a credit to the several communities. Incidentally they will be equipped to take care of any increase in newspaper activities.
>
> In the opinion of *The Exponent* it is profoundly significant that coincident with this great and widespread advance on the technical and mechanical side of newspaper production there is an unprecedented interest in the ethical side. Men of distinction in newspaper production are carefully studying the subject and writing books about newspaper principles; educators are giving newspapers and their problems serious consideration; statesmen are examining in a scientific manner the whole field of news dissemination and the control of public opinion. Articles about newspapers and newspaper workers are becoming familiar features of the more serious magazines. *For the first time in the history of journalism the duties and responsibilities of journalism are getting the kind of attention they deserve.*
>
> The effect of all this activity is bound to be felt in no uncertain way very soon, and it is the firm belief of *The Exponent* that the newspapers of the United States are about to enter upon a period in which they will be much more powerful leaders of thought and shapers of local, state and national policies than ever before. * * *

Another point, which requires no comment so far as the class of printer-journalists who read *"NPJ"* are concerned: The *Exponent* carries at its masthead the following list of associations, in which it is *active*:

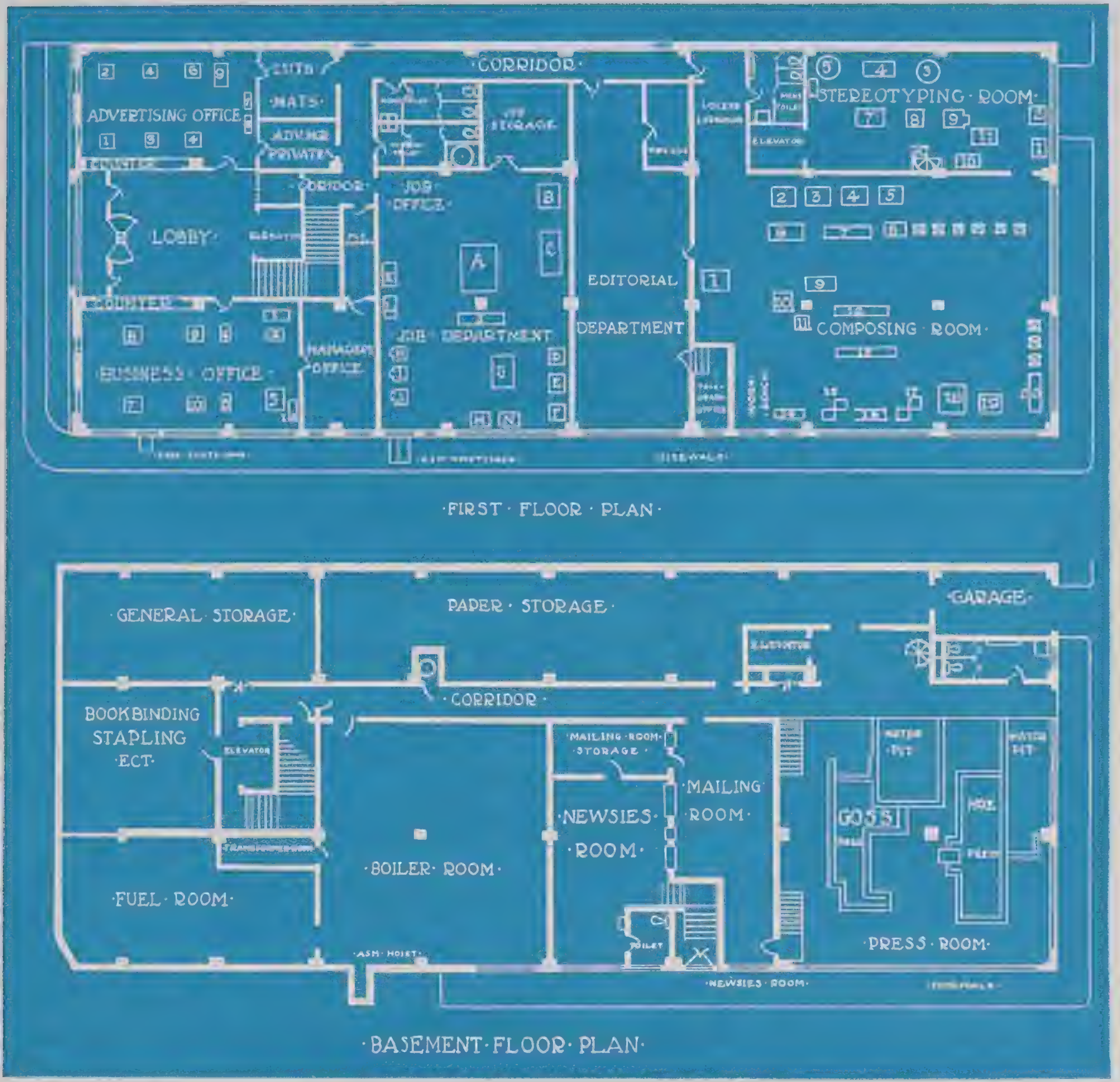
Audit Bureau of Circulation,
American Newspaper Publishers' Association,
A. N. P. A. Bureau of Advertising,
West Virginia Publishers and Employing Printers' Association,
Southern Newspaper Publishers' Association, and
Morning Newspaper Publishers' Association of America.

Mr. Tetrick, general manager of the *Exponent*, has been West Virginia director of the Southern association, president of the West Virginia, and carried on many officers' and committee duties in constructive press association work. He is an inveterate association man, attends the meetings and never refuses a task involving the betterment of the craft.

The *Exponent's* circulation, advertising and commercial printing departments—not to mention the editorial—reflect the same spirit of building, and always building up. On the other hand, there is an entire absence of the simple-minded and often ineffective "booster" type of promotion. Facts are always used in promotional effort, and facts are permitted to speak for themselves without the varnish of superfluous adjectives.

"Are You Bidding for This Trade?" is the headline of a recent circular to advertisers. Two maps on the front and back covers of the four-page folder, show every town and village of the territory covered, with population and circulation data. The inside of the folder tells about the *Exponent*, its new building, and the facts about the business and manufacturing interests in Clarksburg. Circulation is always stated in great detail. "Every Rural Route Out of Clarksburg Leads to a Pay Roll," is another striking headline used. One readily gets the impression of the high class of those reading the paper, but it is not said in words specifically.

Recently a full-page advertisement of the job department appeared in the *Exponent*. It bore all the earmarks of a fine feature page. It was well illustrated. The story was frank and fulsome. Completeness of equipment and



KEY TO LAYOUT, CLARKSBURG (W. VA.) EXPONENT

BUSINESS OFFICE—1, private branch 'phone exchange; 2 desk; 3, bookkeeper's desk; 10, safe cabinet; other numbers, desks.

ADVERTISING DEPT.—9, advertisers' mats proof table; 7 and 8, filing cabinets; 1 to 6 desks.

JOB DEPARTMENT—A, Whitlock; B, Diamond Power Cutter; C, Cleveland book and job folder; D. E. F. M and N, steel type cabinets; G, imposing stone; H, I and J, job presses; K and L, wrapping and drying tables; S, Hickok ruling machine.

COMPOSING ROOM—1, 2, 3, 4, 5, respectively Nos. 14, 8, 5, 19 and 18 Linotypes; 6, Challenge proof press; 7, Linotype dump; 8, foreman's desk; 9, 15, 17, 19, type cabinets; 10, Miller Saw; 11, rack for saw; 12, dump for corrected straight matter and ads; 13, ad dump; 14, furniture and slug rack; 18, Washington hand press; 20, live ad store; 21, surplus makeup trucks. Machinists bench next to telegraph room.

STEREOTYPE ROOM—Goss and Hoe equipment: 1, mat drawer; 2, steam chest; 3, melting pot and casting box; 4, flat casting box; 5, metal pot; 6, shaver; 7. saw trimmer; 8, routing block; 9, routing machine, Herrick & Cowell; 10, mat material cabinet.

Bookbinding, stapling, perforating, etc., in basement front middle room; presses at right, a 16-page Hoe and 36-page Goss.

◆

service was featured. Here is a sentence: "Good tools are admittedly essential to doing good work—but they are inanimate and non-productive unless backed by human power that believes in the gospel of service." The job department, noted for its efficiency is on the first floor of the *Exponent* building which is centrally located, and has a direct entrance from the lobby. The equipment includes a Whitlock Cylinder, three Gordon jobbers, Diamond Power Cutter, Cleveland Job Folder, Hickok Ruling Machine, Hamilton and Cut Cost steel cabinets. The Franklin price list is used. The department often advertises the "absence of guess work" in pricing. Charles Ashcraft is superintendent. Ernest Johnson directs the ruling machine work. The newspaper

(TURN THE PAGE)

mechanical department, completely equipped for itself, is also outlined in detail in the "blue print" accompanying this article.

The news department is fully equipped with services, features and latest devices. The circulation department is finely organized. George R. Snyder is in charge of the advertising and promotional work, and Jake Killian, circulation manager. James C. Herbert is editor, and A. W. Plyman, foreman of the news room.

THE *Exponent* building occupies a plot 62½ feet on Hewes avenue, and 150 on Exponent Court, thence 62⅛ feet on the rear at Buff street, and 150 feet south on Hewes avenue, and *it is designed to take on four more floors,* in addition to the present two. All partitions are fireproof and the composing rooms have 2½-inch wood block floors. Office floors are of Nalecode. Terrazo floors and base are used in toilets, lobby and similar places. The interior finish is "club-like." Spacious lobby and counters are indicated in the floor plans.

There is an entrance from the lobby into the advertising room which is for the advertising staff, but advertisers who wish to examine files, look up or cut out "mats" are admitted to the inner office through this door. In the room are a series of six flat top desks arranged in two tiers. These are occupied by the display men, the classified ad-taker and the checking clerk. A private office used by the advertising manager adjoins the main room and in another small room, on a direct line from the advertising department, to the composing room, is used for filing mats and cuts used in display advertising, both local and national.

All advertising copy which comes into the office is attached to a printed slip upon which is recorded the size of the advertisement and the days on which it is to run. This is then carefully filed according to dates.

Every piece of copy sent to the composing room is listed. The display copy by the name of the advertiser and the size it is to occupy in the paper. All classified order blanks are numbered and the number of each piece of classified copy is listed before it goes to the printers.

The next morning after the paper is printed, a checking clerk checks the copy returned from the composing room against the list and any "missing copy" is immediately traced, which insures against omission in future issues should the copy schedule call for more than one insertion.

When all the copy is in for the next morning's issue, the advertising department prepares miniature layout pages for the make-up man, placing each advertisement on the miniature page in the position it is to occupy on the printed page of the *Exponent* the next morning.

By this method, the advertising is under the complete supervision of the advertising department.

Reprinted by Request From July 1924 "NPJ"

Pity These Press Agents of the Press

By ROBERT S. MERRILL

A STORY that stuck in the mind was that one in Chicago not long ago about the 18-year old printer, who when he learned that he had fallen heir to $2,000,000 announced:

"I guess I'll go back to Southbridge and start a cracker-jack printshop. That town's about ripe for one."

A shocked interviewer mentioned something about "higher ambition than printing."

"That's the 'bunk'," the heir responded. "I like printing and what a fellow likes he ought to do."

PERHAPS the news story wouldn't have stuck so if it had not come along about the same time that I had become impressed with the fact that there certainly were a lot of country editors **whining** about their business and its hardships. It's not a new thing, this flood of selfpity, but I had always been too close to it to realize that it was **poor business.** Not until I was ten years away from regular work in a small shop did I **see it as the public sees it.**

I had occasion to go through quite a pile of weekly papers. And the way that paragraphs lamenting the hard lot of the country editor turned up, was startling. If it had occurred to me to clip them and mount them on a big sheet of wallboard, what a mournful "wailing place" could have been exhibited!

Imagine a **press agent** putting over stuff like that—getting a man to complain that his business is one that cannot command respect nor an honest compensation for services rendered!

Or, was it a **press agent** who knows certain "weaknesses"?

The unfortunate thing is that these things often are run in papers that are doing a fair business. Some of them are "good stuff" if viewed strictly as shop-talk. But **too many readers of the paper are literal-minded and take these mournful paragraphs as meaning just what they say!**

ALL business men have their troubles, but they don't turn them loose upon the public to their own financial disadvantage.

ONE of the many troubles of an advertising department is the "position" clause which appears in many national contracts, but in the *Exponent* office there are none of these.

An advertiser who pays for 25 per cent above the regular rate for special position as specified in the contract is certain to get what he pays for. Under usual conditions prevailing in most composing rooms the foreman is often called upon to shift the advertisements from positions to accommodate news stories or cuts, but in *Exponent* office, with the "pyramid" style of placing the ads, the editorial and news force has a basis to work on, and they trim their sails accordingly, all of which makes for a symmetry in make-up and harmony in the working force.

The *Exponent* Company has as its president, J. Horner Davis, prominent local business man. James M. White is vice-president, and in addition to his duties as general manager, Mr. Tetrick is secretary-treasurer of the corporation.

Pays People Who Answer Queries in Novel Way

A "NEXT STEP" in community building is comprehended in marketing surveys to discover advertising potentialities for sale to buyers of space.

The Milwaukee (Wis.) *Journal*, according to R. A. Turnquist, advertising manager, in *Marting Media,* gets consumers to come into its office, after mailing as many as 40,000 questionnaires in its city of 500,000 people, so that returns can be checked for accuracy and application to the problem to be solved.

A shopping bag containing $5 (retail price) worth of groceries, etc., advertised in the *Journal,* is given to those who answer in full and bring replies to the office. Dealers are interviewed by expert representatives in their stores.

◆ ◆ ◆

PUBLIC UTILITY ADVERTISING RUNNING INTO MILLIONS

A REPORT to the Public Utilities Advertising Association shows that the volume of advertising in the electric railway field increased nearly 50 per cent in 1923 over 1922, and a big increase is working out for 1924. Various associations of printer-journalists are beginning to follow the lead of Inland Press, Southern, and other organizations to tie up to this movement. Members report good results from using plans for getting local public utilities to advertise locally. It is generally understood that the turn of events has put the shoe on the foot of the newspapers in getting such local advertising.

◆ ◆ ◆

Follies' Limbs Off the Big Signs

SIXTY-FOUR painted billboard signs facing highways and railroads near New York City and advertising the attractions of the Ziegfeld "Follies" are to be destroyed at once and contracts for similar forms of outdoor advertising have been cancelled by Florenz Ziegfeld, says *The American Press.*

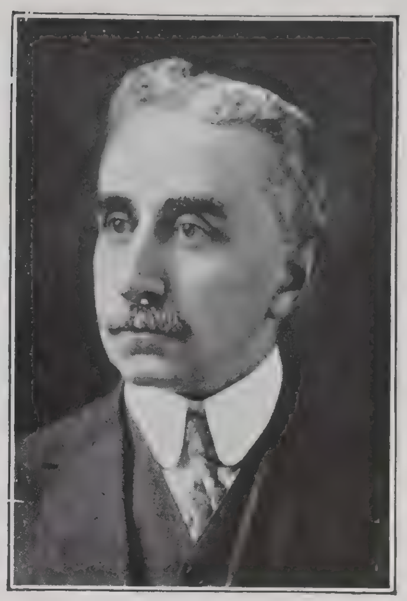
At the same time Mr. Ziegfeld has decided to cancel the contract for the "Follies" electric sign, one of the largest in New York City, illuminating a considerable part of the heart of the theatrical district. This sign has been maintained at an annual cost of $50,000.

Both this sum and that saved by the abolition of the painted signs, which cost about $75,000 annually, will be devoted to increased advertising in newspapers.

Mr. Ziegfeld is convinced that newspaper advertising is far superior to any other, and at the same time has come to the conclusion that painted signs deface the landscape.

James T. Monahan

William A. Renkel


L. M. Augustine

Inspiration for Craftsmanship in Graphic Arts Exposition

The Printer-Educator

By JOHN MEYER
Managing Editor, "NPJ"

OBSERVATIONS UPON THE MILWAUKEE GATHERING OF THE INTERNATIONAL CRAFTSMEN

* * *

THE Milwaukee convention and expostion of the International Association of Printing House Craftsmen, Aug. 18-23, 1924, proved to be more than a well-spent reunion of Craftsmen, manufacturers, service houses, and executives in the producing end of the industry—more than an enticing exhibit with a surprisingly good sales record—more than an occasion which brings congratulatory proffers to those who gave thought, patience, toil, time and money to make the wheels go around, in a practical exemplification of the slogan, "Share Your Knowledge!"

All concerned have helped to raise the curtain on a newer, higher era of educational enterprise in our great industry.

THERE is, as a result of this convention and exposition, a more thorough recognition that the printer-executive—be he called superintendent, foreman, boss printer, or what not—can and *will do* much toward removing theory and putting actual practice into the great educational work that is required for the public as well as for the beginner and the operative plant.

The fundamental interdependence of *every* phase and department of the printing industry is more clearly evident—so is the fact that education begins with individuals; indeed, "at home."

Henceforth, through the experiences of the Milwaukee gathering, the buyer and user of equipment and service understands more definitely that the maker and distributor is truly his co-worker, *and vice versa;* and that the extent of the success of any educational enterprise depends much upon proper co-adjustment by *all* concerned *before* any such events are put into action, together with constant and uninterrupted mutual understanding and recognition of every phase, department and detail problem involved in profitable printing.

There will be fewer, better-centralized and more complete expositions henceforth. The dollars involved will count for more. So will the time, energy and application put into them. They will be the result of more thorough preliminary understandings, and will result in a greater, much more efficient educational work.

EVERYTHING and *everyone* in the whole industry must be taken into account and counsel in starting out general or specific educational projects in the printing field. Individual or group problems must never outbalance the common good. The impossible or impractical must not be expected, nor demanded. Other industries have learned these lessons. The Craftsmen are fortunate in having opportunity to learn them early in the game, so to speak. The Craftsmen's movement is a lusty youngster and today, through actual experience, a far better one than yesterday.

"NPJ" knows that the Craftsmen organization will grow in numbers and power, and expects that future recruiting of members will involve more specifically the newspaper-commercial printer. (More than 90 per

cent of all newspaper offices in America have commercial printing departments.) The benefits of this for greater educational work are obvious, and not alone as regards the necessary publicity. The atmosphere of practicability and speed and "I didn't know that I couldn't" of the newspaper man should make a desirable leaven for any disproportionate sense of art (and *vice-versa*) in this practical age.

"Well Done" Is His Verdict

By L. M. Augustine
Secretary, International Association of Printing House Craftsmen

IN my judgment the convention was one of the most successful from the Craftsmen's standpoint, that we have held in our five years of existence—successful from the standpoint of handling the convention in connection with an exposition, the interest of neither being allowed to conflict.

The convention brought together a larger number of delegates and visitors to attend strictly to the organization's business than any previous meeting. As a result of this large attendance we were able to reach more local clubs by direct contact than has been our privilege in the past.

From the exposition standpoint I think the Milwaukee show has proven to a large degree that expositions can be held successfully, both to the manufacturer and the Craftsmen, on a smaller scale than those previously held.

I would also like to say that no local club has managed the affairs pertaining to a convention better than did Milwaukee. As far as I could ascertain, there was absolutely no friction in the conduct of the affairs and all features of handling the large number of delegates and visitors were as near perfection as it is possible to get.

STATE PRESS FIELD MEN TO EXCHANGE LETTERS ON WORK

MEMBERS of the National Association of State Press Field Men agreed to exchange monthly letters giving reports of fake advertising concerns, experiences in handling work and other matters of mutual interest, at the last meeting, held Aug. 11-14 in Salt Lake City. Ed A. Bemis, Littleton (Colo.) Independent, was re-elected president and Ole Buck, Harvard (Neb.) Courier, was re-elected secretary-treasurer.

Craftsmen Elect

President—William A. Renkel, *New York.*
First Vice-President—George A. Faber, *Milwaukee.*
Second Vice-president—Ernst C. Dittman, *Chicago.*
Secretary—L. M. Augustine, *Baltimore.*
Treasurer—J. T. Monahan, *Des Moines.*
NEXT CONVENTION—Omaha, Neb., 1925.

Better Ideals and More Intensive Local Work to Result From 1924 Meet

By William A. Renkel
President, International Association of Printing House Craftsmen

AS time goes by, we can see the membership of the International Association of Printing House Craftsmen growing. This condition is brought about, I believe, by the holding of conventions and convention expositions.

The first convention was held in Washington, D. C., in 1920. This was the real start of the International Association after its organization in Philadelphia in 1919. Then in 1921, the first Graphic Arts Exposition was held in Chicago, and was an inspiration. The second Graphic Arts Exposition was held in Boston in 1922 and this was a very successful one. In 1923 a convention was held in Buffalo and this proved that our conventions can be made very interesting without having an exposition each year.

THAT brings us up to the convention exposition held in Milwaukee this year. While the exposition was not as representative as the International Association of Printing House Craftsmen would have liked to have had it, there can be no doubt in the minds of the delegates and members assembled that everything was done so that they might carry away to their home clubs the splendid thought of co-operation and exemplification of our motto, *"Share Your Knowledge."*

The auditorium beautifully decorated, the exhibit spaces well arranged, the convention hall—one of the best we have had, the welcome extended by Acting Mayor Corcoran, the wonderful addresses delivered throughout the entire program, the Inter-club conferences—all of this with a full spirit of Craftsmanship. The delegates and members have all arrived home with a better idea of, and further inspired to carry on, the work in their local organizations.

The slogan now will be *"On to Omaha*—1925."

Milwaukee Bright Spot

By James T. Monahan
Treasurer, International Association of Printing House Craftsmen

IN reply to your wire for my impressions of the Milwaukee exposition and convention—I was *amazed* as I stepped into the beautifully decorated and spacious auditorium. Knowing as I do the handicap which the Milwaukee boys experienced in not being able to secure important heavy machinery exhibits at this time, the exposition was nevertheless a *wonderful* success. I believe those who occupied space in this well-arranged hall were well pleased, and received more benefits than they have ever received in past expositions.

It was gratifying to see so many of the executives and others interested in the printing industry, asking for information and receiving it from those in charge. While space does not allow me to mention each exhibitor, special mention should be given to Lex Claybourn's display.

I believe this convention will go on record as the best ever held by our association. Milwaukee is a beautiful city. I made two trips to the Zoo.

This reply would not be complete should I forget the ladies who entertained the many visitors. They did well and I join with others, especially the Des Moines delegation, in congratulating them.

Milwaukee surely was a Bright Spot from August 18 to 23, and will be so forever in the hearts of those who attended the exposition and convention.

CONSUMERS BELIEVE THAT "IT PAYS TO ADVERTISE"

THE Des Moines Ad Club questionaire to consumers, asking if "you believe that advertising benefits the public, elicited 438 answers, of which 437 were "yes," and only 11 "no." Five hundred and forty-five specified the mediums that led them to buy goods; and of these 86 per cent said newspapers, 67 per cent said window displays, 16 per cent said direct-by-mail, 9 per cent said billboards and 4 per cent said show cards and signs.

Gets Pictures and Features in Local Field With Little Cost

Minnesota Printer-Journalist, Who Added 200 Net Paid in Short Time, Tells Some Profitable Experiences

J. Harold Curtis, St. James (Minn.) *Plaindealer*—"Stories of experiences of farmers in the early days, which a birthday will suggest; stories of the work of the boys' and girls' clubs and of the special activities of the individual members are especially attractive.

"Pictures are also 'drawing cards.' Members of our staff have sent pictures to farm papers and borrowed the cuts for use in the newspaper in connection with features about club members.

"Interviews are another feature which creates interest in the paper. The opportunity to interview a farmer comes when he drops in to pay a subscription. The *Plaindealer* has, also, a reporter who spends one day a week in the country when the weather is good, getting interviews from farmers and stories about their farms and plans for the future.

"These stories enable the editor to find out what the farmers are talking about, to get their views on many questions of the day, and give material for the writing of helpful editorials. Often farmers, the farm bureau, or a photographer has pictures of farm buildings for use in illustrating such stories.

"The editor of the *Plaindealer* gives the local, real feature story credit for increasing the circulation of the paper more than 200 net in a few months. The feature story has enabled the paper to increase its advertising rate 5 cents an inch and at the same time keep the good will of the merchants."

A jump from a business of $1,700 to a business of $6,000 a year "right off the bat" is a considerable jump for a publisher in a town of 200 to make. C. H. Willson of the Alden (Minn.) *Advance*, near Albert Lea, reports such a gain.

Mr. Willson says that he took the *Advance* September 1, 1919. Before that time it had never done a business of more than $1,700. Now it is doing an average business of $6,000 a year. His subscription list is double and, true to the name of the paper, is paid in advance.

Mr. Willson reports that the bulk of his advertising as well as of his job-printing comes from Albert Lea. His assistants in the office are Mrs. Willson and a young man who finished a four-year course in the Alden high school in 1920. Since taking over the paper Mr. Willson has installed a Linotype, a jobber and more recently a Whitlock four-page press. He is planning the purchase of additional equipment.

"Gone Upstairs"
"And, Closed the Door"

Herman Bleyer
1850-1924

Few of the best-known newspaper offices in America, but contain today a pupil of Herman Bleyer, Milwaukee, for forty-eight years a member under Cramer and Aikens of the *Evening Wisconsin* staff, twenty-eight years its managing editor—a printer-journalist who, behind a lovable mien of modesty, helped to bring about many of today's newspaper advancements—the ready-print, the plate service, the mat service, the perfecting press, the mail and wire news service associations. His last years, it was given him, were spent intimately with his favorite news subject, Great Lakes Marine; he was at the end secretary of the Milwaukee Harbor Commission, and a real worker in the St. Lawrence-Atlantic Ocean Waterways project.

The use of the word *"Upstairs"* in our profession needs no explanation to a printer-journalist. The lines from an unknown poet, quoted in the caption of this, seem to "tell the story" of Herman Bleyer's life and passing.

The characteristics which made Mr. Bleyer the ideal of his professional associates as well as his intimates outside the field of printer-journalism, and which left a heritage much needed at this hour in every office in this country, are described in the following editorial in the Milwaukee (Wis.) *Sentinel* of Aug. 23, 1924, from the pen of one of his many pupils, George F. Lounsbury, editor-in-chief. —J. L. M.

It is sixty years since Herman Bleyer embarked in the profession he adorned for so long, and although he had been retired from it for a decade or more, he never ceased to be regarded as one of the craft by all its members.

Press commentators have written of his wide attainments, his eminence as an editor, his great knowledge of lake marine subjects and the other things by which the public knew him.

But it is as the genial, warm hearted friend, the kindly "boss," the thoroughly human and lovable "Herman," that his old associates will prefer to remember him, rather than as the busy editor whose modesty concealed from many his great ability, or as the marine authority whose intelligent labors have contributed so effectively to Milwaukee's port development.

Herman Bleyer was the friend of every man who worked under his direction. No harsh word passed his lips, no mistakes provoked his wrath. The culprit was informed of his error in such a way that he left the sanctum chastened, corrected and with a deeper affection for "the boss" than before. A good piece of work was certain of prompt and generous praise. And the result was a newspaper staff of unexcelled loyalty, diligence and ability.

The newspaper men of today who served with Herman Bleyer, especially those who as youngsters owed much to his wise tuition, forbearance and patience, mourn for a friend beloved greatly.

"STOP KNOCKING" IS CALL TO NEWSPAPER AD-MEN

Voices are heard in several parts of the country against "knocking competitors" in selling newspaper advertising space. Many believe such a practice is far too frequent. Some of the associations of printer-journalists are being asked to take it up. Other points heard are that newspapers "knock" magazines, and vice versa. The Bulletin of the Southern Newspaper Publishers' association recently said: "The novelty advertising people always boost their *business*, and the same is said of the bill board and poster salesmen."

Red Wrappers and "Daily" Helps to Speed Newspapers

Charles A. Killam, circulation manager of the Moberly (Mo.) *Monitor-Index*, uses red wrappers for all single-wraps, and has the word "DAILY" just above each subscriber's name, and on all bundles—for all papers going into the fifty-mile radius. Mail clerks learned to know the wrapper and mark, which has facilitated mailing.

Discounting Bills Saves Money, Even If You Have to Borrow to Pay

Taking advantage of discounts on bills, even if you have to borrow money to do it, is profitable, both financially and in maintaining a good name for credit, one printer points out. A discount of 2 per-cent on three bills of $1,000 earns $60. The legal rate of borrowing the money is $15. By discounting $35 is earned.

Guessing Contest Will Not Answer if Your Shop Burns

Plant Expert Points Out Value of Actual Inventory for News-Job Office No Less Than Knowing Circulation and Other Facts Accurately.

By GLEN STEVENSON

Kansas City House of Barnhart Bros. & Spindler

AN inventory is an itemized list or catalog of property *with* estimated present values. The list can be compiled by almost anyone, but *arriving at values* must be left to one acquainted with such. This is because machinery used in a printing plant is divided into five distinct classes: Second-hand, pre-used, overhauled, rebuilt, and new. Each class has its own commercial value, and only one acquainted with current market conditions is in a position to *know*.

I call to mind a certain machine that will bring on the market second-hand or pre-used almost as much as it originally sold for new—and, over-hauled or rebuilt, more than it sold for in the first place.

DEPRECIATION is lost value and must be reckoned with. You may deceive yourself for a while but eventually you will realize your mistake. *Nothing stands still*, it either goes forward or backward. The moment a printing plant is assembled and begins to operate, depreciation or deterioration sets in and is going on continually—it matters not whether your plant is in use or idle.

The amount of deterioration is easily determined by a professional appraiser, and it should be set aside in a separate bank account to take care of replacement.

Every publisher takes pride in knowing his circulation, but the majority only know, the *approximate* value of their plants. The only way of *knowing* is to have an inventory corrected annually and prices made or checked by a recognized inventory appraiser. The cost is small, and the time may come when you will suffer financially for the lack of it. Not only is it a matter of satisfaction to know the true present value of your equipment, but *in case of fire you would HAVE to know!*

A FIRE insurance policy is a contract which guarantees, the policyholder for a stipulated consideration, against loss or damage by fire. The premium is paid in good faith and the insurance company makes and accepts it according to the hazardness of the surroundings, based on the law of averages.

GLEN STEVENSON

FREE GALL PUBLICITY —Wil V. Tufford, Inland Daily Secretary: "The latest and nerviest thing yet heard of comes from Washington; ads prepared, mats furnished, for coffee and cigarettes to be run free, and then the gall-developers want the publishers to guarantee the goods will be marketed and disposed of."

◆ ◆ ◆

IN the majority of cases the amount of insurance carried is guesswork, with the supposition based on old and obsolete values. The only one who *knows* is he who has an *accurate and true inventory* which is up to date. Many concerns have realized too late that their loss was greater than the insurance carried.

Assuming you carry insurance sufficient to cover replacement to present condition (and that is all you can carry) and you received 100% of the face of the policy, you would suffer from time lost, loss of output and from many other leaks. The time to stop trouble is before it begins.

Insurance companies in adjusting losses will fulfill their part of the contract, but all their transactions will be along business lines, based on years of experience. They will not reimburse the policyholder for something they think never existed or where there is a question as to value.

The burden of proof falls upon the policyholder.

An insurance adjuster is the "purchasing agent" for the firm he represents and is going to save every dollar he can for them if there is a question as to variance in the amount of the insurance carried and the amount of the loss. You cannot afford for the small amount involved not to be prepared for an emergency. In not doing so you are placing yourself, from the start, on the defensive and taking the chances of having the loss submitted to a board of appraisers. Appraising from ruins is an unknown quantity at best and the loss may be settled on the basis of a forced sale instead of the insurable or present value.

SERVICE TO
YOUR ADVERTISERS!
IDEAS THAT SELL!
SNAPPY COPY!
MORE CIRCULATION!
GREATER BUSINESS
PUBLISHERS
SAT-©

Courtesy BONNETT-BROWN Corp. "Bug House Gazette"

"School Days, School Days!"

IX.—CURRENT CHARGES

***COST FINDING FOR PRINTERS AND PUBLISHERS**, in Twelve Sections,*
by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin
Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

STARTING with a monthly fixed overhead charge to each department, we add to it the various current items of expense to determine the total cost of operation in each department.

The first charge to be considered is the loss resulting *from spoiled work* and which must be reproduced in order to fill the order in a manner which will be acceptable to the customer. A tracer is made to the order of spoiled work on which is kept the record of all labor and material used in the process of reproducing the job. From this record each department is charged with the work which it contributes to the reproduction of the job and the material is charged to stock handling. All records of jobs reproduced on account of spoiled work should be filed together and at the end of the month a total should be made of the charges against each department and the amount entered in the space provided for it in the current expense section of *Form* 10. The individual record of the only job charged to spoiled work in this summary is included with this assignment.

◆ ◆ ◆

ANOTHER current expense item is the *total of all items purchased for operating needs*, such as repairs to machines, lubricating oils, gasoline, waste, rags, postage, express and freight. Light and power may also be included in this charge if desired. All these items should be distributed to the departments to which they are to be charged in a record provided for that purpose to which reference will be made in another assignment. If light and power expense are included in this record they should be distributed to departments according to a plan outlined hereafter. We have chosen, however, to make separate entries of light and power on this record. Department totals of all these direct purchases should be made and direct charges should be made to departments on *Form* 10 in the space provided for them.

Power refers to the electric current used in operating the various machines, and it is made a direct charge to departments on the basis of indicated horse power multiplied by the number of hours the machine was in operation as shown by the time records for the period. A comparison of the horsepower hours of each department affords the only correct basis for an accurate distribution of the power. But a distribution of the item, sufficiently accurate, can usually be made without going through the details of the necessary arithmetical operation to make it exact. The distribution of the $14.75 representing the cost of power for the period has been made in our lesson by estimating each department's cost share.

This Installment Arrives at the Objective of Cost System

◆ ◆ ◆

What Do You Do About Spoiled Work?

(See Forms Published Last Month.)

The approved method of distributing the lighting expense is similar. The number of lamps in each department and their candle power should be noted and the average daily time which each lamp is in use should be estimated and thus a sufficiently accurate distribution of the lighting expense can be made.

THE largest item of current expense is *the pay roll*. The distribution of this expense has already been made on *Form* 9 and it only remains to be posted to the space provided for it on *Form* 10. We are now ready to combine in a total the fixed overhead with the various items of current expense in each department.

Care should be taken to prove the accuracy of the work up to this point by proving a balance between the total of the departmental footings and the footing of the total column. It should be noted that this footing of the total column represents the total operating cost of the plant for the period against which the entire product, with the exception of the stock used, is to be charged.

THE attention of the student is now directed to the footing of the *General Expense column*. Note the nature of the items which have contributed to this total. This item of $349.28 is a charge against not one department, but all the departments of the business. *General Expense* is not a producing department, and obviously this item will be a loss to the business unless it can be included in the charge against the product of the *earning* departments. The manner of *distributing* this to these departments, six in number, now engages our attention. This operation is usually the most confusing of all the operations incident to keeping the cost system.

Each departmental total must assume a share of this item in proportion to its size. In other words, the *General Expense item* is distributed to the producing departments on a percentage basis. The arithmetical operation involved is expressed as follows:

$349.28 divided by (85.70 plus 113.51 plus 39.28 plus 82.72 plus 16.41 plus 11.66) equals .5554. Then each departmental cost is increased by .5554 of itself and *General Expense item* of $349.28 will have been eliminated. The *Hand Composition's* share of the *General Expense item* is obtained as follows: 154.30 times .5554 equals $85.70. The correctness of the operation is proven by this equation, $85.70 plus 113.51 plus 39.28 plus 82.72 plus 16.41 plus 11.66 equals $349.28. New footings are now made of the total departmental expense and the *General Expense*

(TURN THE PAGE)

National Printer-Journalist Service Coupon

TO UNIVERSITY OF WISCONSIN, *Extension Division,*
DR. LOUIS E. REBER, *Dean,*
MADISON, WISCONSIN.

Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the BRIDGMAN-U. OF W. EXTENSION DIVISION articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

(If interested in getting information about Complete Extension Course of Study on this subject,) check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant................................
.... *Title or Position*...............................
Street, No...
.........1924 *City*....................... *State*....................

IX. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.

(*Left to Right:* F. G. Broadbent, *Editor and Manager;* Marion Broadbent, *Solicitor and Collector;* George Landor, *Linotype;* O' Dell L' Anglais, *Foreman)*

"My Nerve Is Quite Steady," Replies Publisher Who Makes No Allowances

By F. J. Broadbent
Editor, Edgerton (Wis.) Eagle

First of all I sell space and not composition; if the purchaser of this space furnishes matter to be set, a cut, or leaves it blank, the advertising rates are not disturbed in the least. It is true that an ad all in type is a "rich take," but maybe this same customer will bring in an advertisement to be set in 6 point solid the next week, so between the two a fair average may be arrived at. It is very seldom that I have this matter brought to my attention by the patron, and I dispose of it in the manner described above and have never had any trouble in my 35 years of experience. The time *may* come when there will be trouble, but my nerve is quite steady.

CURRENT CHARGES

(CONTINUED FROM PAGE 29)

column is omitted from the reckoning but the total remains the same. *Prove the balance to insure correctness of the work.*

We have now determined the total operating cost of each department. On *Form* 8 we have the *total number of hours time,* both chargeable and non-chargeable, credited to each department. In the department of *Hand Composition* for instance, we have 78.4 hrs. of chargeable time and 38.3 hrs. of non-chargeable time. Our footing on *Form* 10 shows that the total cost to the business of these 116.7 hours was $239.00. Only 78.4 of these hours were sold and they should have been sold for $239.00. Just what each hour cost is determined by dividing $239 00 by 78.4. The result shows that each chargeable hour in the *Hand Composition Department* cost $3.05. The cost of the chargeable hour in each of the other departments is determined in the same manner. *We have arrived at the objective of the cost system.*

If it is desired to separate the labor cost from the overhead cost of the chargeable hour, let us illustrate the method by taking the pay roll item $96.12, in the *Hand Composition Department,* and dividing it by 78.4, the number of *chargeable* hours. The resultant labor cost is $1.23. Subtract this from the *total hour cost* and we have the *overhead cost* $1.82.

If it is desired to determine the percentage of productive time for the department let us take the productive time 78.4 and divide it by the total time 116.7 as follows:

78.4 divided by 116.7 equals .67. The percentage of productive time in the *Hand Composition department* for the period is 67.

The footing of the *Stock Handling column* is to be used only in determining the percentage cost of handling stock. The total cost of handling stock for the period is $21.98. This divided by the amount of the invoices of stock handled will give the percentage which should be added to all stock items used in jobs to determine cost. The footing of the *Newspaper Column* contains only a payroll item to be used in making an operating statement shown in the succeeding assignment.

QUESTIONS
ASSIGNMENT IX.

1.—*Describe the method of absorbing the cost of spoiled work.*

2.—*Describe method of distributing cost of light and power to departments.*

3.—*In a certain shop, the total departmental cost of the several departments is as follows, H. C.,* $93.44; *M. C.,* $122.86 *C. P.,* $44.21; *J. P.,* $63.55; *M. B.,* $19.11; *H. B.,* $12.44. *The General Expense is* $275.29. *Distribute the general expense item to the producing departments.*

4.—*Explain why we use the number of sold hours as a divisor of the total departmental cost, instead of total hours, to determine cost of chargeable hour.*

5.—*Of what use is the departmental footing of Stock Handling?*

The Bridgman-University of Wisconsin-National Printer-Journalist Series—began with the *Reasons for a Cost System* published in January.

A service coupon is published each month. It should be understood that this service will be *without charge only until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service.

Those desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

Readers whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, subject to prior orders.

Los Angeles Firm's Big Party for Printers

THE PICTURE SHOWS THE CROWD WHICH TURNED OUT TO ATTEND THIS YEAR'S ANNUAL PICNIC HELD BY THE WHITTINGHAM PRINTING CO., LOS ANGELES, CAL., FOR THE PRINTING FRATERNITY OF THAT CITY

◆

Just a Simple Feature Gets Surprising Results

A Big Little Stunt of Stuttgart (Ark.) Daily; 3,000 Copies in 5,000 Town

ONE mistake younger printer-journalists make frequently, in their efforts to put across the business, is to become somewhat frantically interested in *bell-ringers.*

Now, a *bell-ringer* is a feature, story or idea that hits the bull's eye with a loud noise, thus attracting and enticing dollars out of hard-boiled prospects for subscriptions, job work and other products of the type case and press; after which (supposedly) everything goes easy and the goose hangs high.

Yet, anyone who has been in this joyous game (pardon us, Ohio University School of Journalism, for using this shopworn name again) for any number of years, knows that it is work, *work,* WORK—and sometimes a prayer—coupled with putting one stone of merit on the other with good glue, that brings home the prosperity.

And, how often it can be said, "One can never tell!" Here, for example, is one of the most successful features from the standpoint of tying up and holding reader interest for a small-town newspaper that has been noted in printing-journalist fields for some time. Still, it is as simple as the A B C's.

C. L. Fagan and J. M. Drummond, publishers of the Stuttgart (Ark.) *Arkansawyer*—afternoon daily, population 5,000, circulation 3,000—recently started a little gossipy feature entitled "At Random." Plain italic type heading in a box; simple, 8-point bold-face caption over each item. One, two or three items at a time. It is going over big. Readers watch for it. Here are a few illustrations of the contents:

THE PREACHER-OPERATOR

DR. REX B. WILKES, the other day was reminiscing on the days when he was a Linotype operator. Which called back to mind a preacher who was employed, for a brief spell, as a linotyper for the *Arkansawyer.*

He was a young fellow from the Ozarks, and one of several men who had applied for the position, but for one cause or another could not make good. His principal shortcoming was lack of experience.

One evening, after a particularly trying day for the preacher-operator and the patience of the whole force, who were compelled to work extra hours as a result of his lack of ability, the writer asked him why he quit preaching and if he expected to operate a Linotype the rest of his life.

"I quit preaching," he replied, "because I couldn't make a living at it. But I like it, and—" he added with a flash of temper as the memories of the worries of the day flitted across his mind—"if I can ever manage to operate that damn machine without cussing, I expect to do some preaching again."

A REAL RESTAURANT

ONE of the Ad Club lunchers today said that he recently was held up by car trouble at one of the small railroad stations not far from Stuttgart, and, getting hungry, went into a place where a restaurant sign was hung out. He called for ham and eggs, but the fellow with the apron said he was sorry, but the hens didn't lay none yesterday. He could furnish a ham sandwich, however.

"Gimme two ham sandwiches and a cup of coffee, then," was the order.

"I hate to apologize again," said the restaurant man; "but Mrs. Jones, across the road is havin' considerable company today, and she's borried my coffee pot."

"Gimme water, then," said the hungry man, and got it.

THE publishers describe the column as follows: "Though there is nothing original about the idea, it is looked for by our readers and commented on by them. Under 'At Random' goes stories about local persons and things, anecdotes with a local twist, short special articles, and semi-news and semi-editorial matter. 'At Random' not only contains at-random matter, but is 'at random' in appearing. It may appear every day for a week, or two or three days in succession, or every other day for a while. This fact, we believe, is a factor in its success."

◆

Year's Subscription as Wedding Gift Puts Weekly Into New Homes for Keeps

Sample of Letter Used by Publishers in Making Presentation to Newlyweds; Plan Voted Success After Try-Out

A YEAR'S subscription as a wedding present, is a plan that has been used by the Iowa Falls (Ia.) Weekly *Sentinel,* A. W. McBride and F. M. O'Furey, publishers, with success in making permanent, paying readers. The following is a letter used for the purpose:

> DEAR FRIENDS:—Permit us to congratulate you both upon your recent marriage and to express the hope that the new Hardin county home will be a very happy and prosperous one.
>
> We think every new home established in the county or state is a good thing for the whole people. It makes for stability of our public institutions of all kinds. The man or woman who has a home of his or her own is to that extent a better citizen, and so we are glad to congratulate you upon your happiness and to hope that long life and all the best blessings that the world affords may be yours.
>
> And just as a further expression of our congratulations and best wishes we want to make you a little wedding present. So we enclose a receipt for a year's subscription for The Sentinel, Iowa Falls' and Hardin county's leading newspaper. We shall try to make it an interesting newspaper during the next year, and we hope that you will enjoy it. We trust that when the year is up you will have decided to continue the subscription. Unless we hear from you we shall understand you wish us to continue to send you The Sentinel, which we shall be very glad to do.
>
> Again congratulating you and hoping the coming years may be full of joys and pleasures for you both, we are, etc.

Families receiving this wedding gift are becoming regular paid subscribers in larger proportion than was anticipated, and the plan is voted a success by the publishers.

Courtesy, Bonnet-Brown Corp.)

"Is a Man Without Honor at Home?" Asks Publisher of Customers and Friends

Rushville (Ind.) Promotion Plan Based on Article in "NPJ," Proves Novel and New to Local and Foreign Ad Field of the Paper

THE SHIRT SLEEVE QUARTET which gets out the Rushville (Ind.) *Daily Republican,* founded by "Pop" Feudner, and consisting of Bill Feudner, Bert Simpson, Roy Harrold and "Turk" Priest, has just sent an interesting idea to local and foreign advertisers in a big envelope labelled with the line quoted above. The enclosure is a classy piece of job work, entitled "Yes, We Believe in the Printed Word", and tells of the quartet's belief in trade associations. Then the circular continues:

> HERE'S what happened to us when we were away from home one time attending the Inland Daily Press Association at Chicago and a representative of the **National Printer-Journalist** happened to meet up with us—**But read on pages 17, 18, 19 and 20**
>
> Of the attached magazine and see what they think of your print-shop right here in Rushville. **We'll admit that we are modest**
>
> In calling your attention to it, but we just felt that you would be as interested in the article as we were and that you would be as proud of the plant as we are. **The printed word—**
>
> Is what we are all looking for and when you can get it free you are going some. We know that you are just as proud of it when a stranger asks you about it as we are. You would naturally say—"our printshop."
>
> Because you have been instrumental in the building up of our business, our shop, and we like to be advertised, all that any publication wants to put out; because it gets us **printing that comes to us through such publicity. Yes, we believe in the printed word.** your publicity. **Let's call it all OUR shop, or news of the shop,**
>
> And Trade organizations and in their attendance—it has helped us—it will help you. Take an active part in all of them, and get acquainted with people all over the United States—and **you'll be surprised at the job Come around and see us.**

Mr. Feudner in a cordial letter of appreciation reported that the article in *"NPJ"* about the Republican has brought him letters from all over the country. The story revolved around his father who worked many years to build up the paper, turned it over to the "boys" and went out west to gratify a life's desire to become a painter of pictures.

◆

Army of Press Agents

FOY L. MCCARDELL, *Saturday Evening Post*: "When the vast army of press agents and publicity bureaus bombarding the individual dailies and chain-system newspapers is considered, the question arises whether the salaries and expenses of this multitude of publicity protagonists, boring from within and without all over the country, does not exceed the entire cost of getting out all the newspapers in the United States. The number, the influence, the power, the output of these press agents and publicity bureaus is astonishing."

Overdoing Casting Box Stunts

IMPERIAL TYPE METAL MAGAZINE: We asked the head stereotyper of a large mat concern to make suggestions with regard to the handling of mats for the best results.

"In some offices they neglect to heat the mats before casting," was his first comment. "There is moisture in every mat. Even if it leaves this office pretty dry, it will absorb moisture during shipment. Moist mats mean blowholes in the surface of the plate.

"I believe, too, that many offices are making a mistake in trying to make too large flat casts. We send our separate mats cut in one, two and three column sizes. Almost invariably the newspaper stereotyper will fasten several together and cast them in a single operation. This can be overdone. Unless edges are united very perfectly, there will be a warping in the joined mats at some point or other which will prevent uniform type height in the resulting cast. Don't try to make too large a flat cast. Better results come from casting them singly or perhaps joining two or three small mats.

"My preference is for type-high casts as against thin shell casts to be used on a base. The thicker cast assures a better flow of metal.

"In regard to metal, you cannot say too much about the importance about purity and right temperature. I had a boss once (a front office man) whose favorite saying was 'metal is metal.' I doubt if so much untruth was ever put in so few words.

"Temperatures from 550 to 600 are usually satisfactory in flat casting, depending somewhat on other conditions. Too hot a metal gives blowholes. Too cold a metal means dullness of detail. Comparatively lower temperatures are better, but only the purest metal will work well below 600. More heat means more drossing and perhaps a growing sluggishness in the metal. There is a lot to the subject. I play safe by putting it up to the manufacturer to furnish good metal and keep it good, through frequent tests."

TO STOP DUST

AUSTRALIAN JOURNAL: Apply one or two coats of boiled linseed oil or a sodium-silicate. The oil prevents water, etc., from being absorbed. The other solution consists of one part of 40 degree Baume sodium-silicate mixed with three to four parts of water. Before applying, floors must be scrubbed clean, and dry. Whitewash brushes are used. Then the floor is washed again and also covered with the solution again. Repeat for three coats.

Machine Composition : : : : : : *Helpful Hints*

Send in Your Problems. This Department Is Conducted under the Supervision of "NPJ" Mechanical Superintendent, With Experience in Newspaper and Job Rooms Operating All Leading Makes of Composing Machines.

Ralph M. Coffelt, instructor of Linotype mechanism and keyboard operating at the Kansas State Teachers' College, Pittsburgh, Kansas, has some new ideas on teaching apprentices. He explained the case of "School Training vs. Shop Training of Apprentices" in a paper read at the Kansas Editorial Association meeting, held at Wichita, Kan., recently. Selections from the paper read as follows, and are applicable at present perhaps more especially to machine composition than hand work, owing to the place the composing machine has made for itself everywhere:

Every piece of printing from the smallest calling card to the largest metropolitan daily newspaper is, or should be, an example of art. Just how perfect the finished product appears depends largely on the training of the workmen. It is not necessary to mention this lack of proper training, as the evidence is daily staring us in the face. Where is the solution of this regrettable situation? Are your apprentices being taught the essentials necessary to qualify them for advancement into the journeyman's shoes? Can you afford to pay your best workman while he instructs these boys? I say *best,* because no other should be permitted to give these early lessons. The future of every apprentice depends almost entirely upon some journeyman in whom the lad has placed confidence. This journeyman might properly be termed a teacher.

"It is certain that not all the boys attending the (printing) classes will follow printing as a trade or business, so there can be no fear of overcrowding the industry. It might be wise for the printing fraternity to design one or two elementary lesson charts which printers could reproduce for use in the schools of their district. Since every item of our daily knowledge comes through type, since it is the first thing that confronts everyone at breakfast, and since it continues to confront us throughout the day, it does seem as if the young should know at least as much about it as they are expected to know about numerous personal subjects.

"There is no end to this educational work—a printer may spend his life-time perfecting himself—exert a special effort to compose a certain form, and when the proof is submitted the customer orders changes which violate all laws of present-day typography. This has been a bitter pill for some of us to swallow, but it happens daily in all printing establishments. We would not think of telling the watchmaker how to adjust the hairspring in our watch, but the ones least familiar with the printing art are often responsible for lack of harmony and balance in job printing today. This should not be, and the solution is only to be found along educational lines.

"In the great mass of printing tradesmen there are many who think of their business as being more than the throwing together of type, rules and border. There are printers who have the artistic vision. They select the typographical materials and arrange them according to correct principles of design, and more than this, there is built into their work an individuality, an intangible something that labels their work as the creation of master craftsmen and real artists. There are too many printers who view their trade as merely a matter of covering so much paper with so much ink. Our goal should be more printers who consider it as something to be done as beautifully as knowledge and skill can reach."

Ray M. Coffelt
Pittsburgh, Kans.

◆ ◆ ◆

ESTIMATING THE METAL NEEDED FOR PRINTING JOB

The metal problem has always been a vexing one, especially between the trade compositor and the printer. The printer should for many reasons be in possession of such facts as will enable him to estimate the metal required in any composition or job he may be required to figure on. For this purpose, says the *Typothetae Bulletin,* the following simple formula may prove of value:

"Slug composition one pica wide by twenty-two inches long weighs one pound; consequently a galley of slug composition twenty-two inches long requires as many pounds of metal as its width in pica ems; for instance, a galley twenty-two inches long thirteen picas wide weighs thirteen pounds; a like galley twenty picas wide weighs twenty pounds. This has been figured on a twelve-point slug with a ten-point face. Consequently it will vary somewhat on solid composition, but not enough to make any considerable difference.

"A simple method of finding the weight of metal in any given form of slug composition is to multiply its length in inches by its width in pica ems and divide by 22. The result is the number of pounds of metal contained in the composition. It is accurate enough or all purposes, more so, in fact, than the weighing by careless galley boys.

"For instance: Find the number of pounds of metal required for a galley of composition 24 inches long by 13 picas wide. Solution: 24x13=312. 312÷22=14.2 pounds.

"Where the composition is leaded with two point foundry leads deduct one pound from every fifty pounds of metal."

TYPEWRITER SPACING ON SLUG CASTING MACHINE

"When typewriter type is being set on a linotype," says the *Pacific Printer and Publisher*, "ordinary spacebands do not separate the words a sufficient distance. Also the spacing will not be uniform.

"There is a method for using quads between words, placing the spacebands at the right-hand end of the line. These quads are exactly the same width as the letters, and the alignment of the characters in vertical columns characteristic of real typewriting, is secured.

"When the matter is being set wider than 28 or 29 ems, on twin slugs, a slight change in the method is necessary. The first half-slug is set with spacebands at the left. The second half-slug has the bands at the right. On the left-hand slug it is necessary to drop exactly the same number of quads and bands for each slug, and to fill the assembler exactly each time. This method, with a little practice, does not take any longer than when bands are used between words, and the effect is 100 per cent better."

INSTRUCTION CARD IN A SHOP WITH 5 MACHINES

In my plant we run five linotypes and have no machinist. We have a helper however, and demand that all of our operators have some knowledge of the mechanism of the machine. The helper starts distributors, dumps galleys, changes magazines, hangs pigs on the feeders, and also has to do the following routine things, which are enumerated on a card hanging on his bench:

1. See that spacebands are cleaned every morning, noon (and night, if running a night shift).

2. See that machines are oiled every week.

3. Examine rubber rollers every week. See that they have not slipped on the shaft or worn into grooves. Wash them with soap and water.

4. Measure slugs every morning, noon, and night.

(TURN THE PAGE)

5. Have a skilled machinist in at least one night a week. Have a written list of machine troubles ready for him to look into.

6. Take all the matrices off one pi stacker every day so that pi stackers are cleaned once every five days.

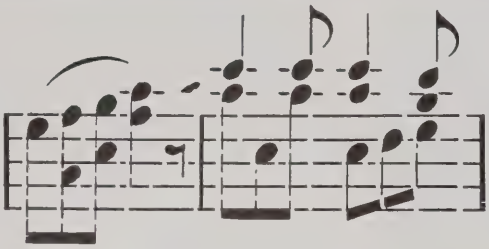
7. Collect matrices from floor morning and night. Clean, sort, and straighten every day.

8. Take all metal shavings from under machine every night.

9. Let operators clean out their squirts unless they are busy on other work. (Do not duplicate effort.)

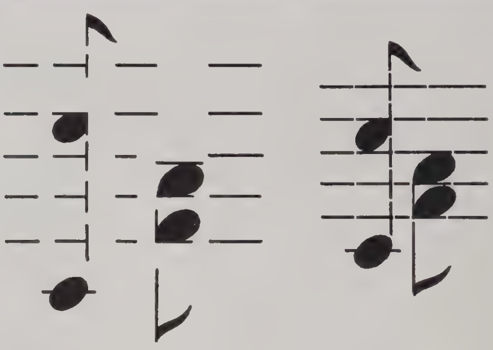
10. Clean distributor screws one machine day, so that each one is cleaned every five days.

11. Clean all plungers each noon.—Cecil H. Wrightson, in *Trade Compositor*.

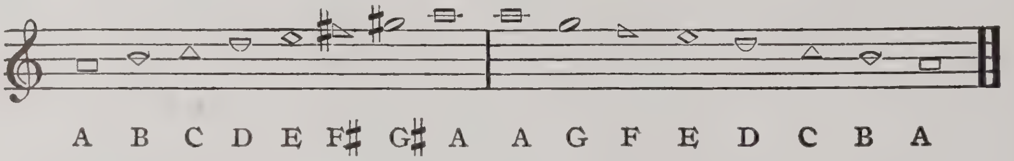


Two Bars of Music
116 Pieces of Music Type Make Up These

Cuts by Courtesy of
POPULAR MECHANICS



Left: Analysis of Individual Type Pieces
Which Make Up Figure at Right



Odd "Notes" in a Southern Music Type Case
Not Used Elsewhere in the U. S.

How Music Type Differ Much From Letter Fonts

A very interesting, though no longer a large part of the printing industry, is that of producing sheet music, hymn books, etc. Lithography and engraving have supplanted the old hand-composition method. Music printers declare that no machine has ever been perfected that will satisfactorily set music type. But for certain classes of work, says George Barnard in *Popular Mechanics* (from which magazine the accompanying cuts are borrowed) hand composition is still supreme—for example, the hymn book.

It is estimated that fewer than 75 music compositors operate in all the United States, in not more than ten shops. Will the art of the music compositor die out? There are no apprentices at all in some of the shops. Boys never rushed to learn this trade.

◆ ◆ ◆

For hymn books, hand composition is preferred by many because it permits a better adjustment of the words to the music.

While in ordinary composition each letter or each line is set separately, as everyone knows, and the position of any letter in any line has no bearing on the position of letters above or below. The accompanying diagrams show that this matter is very much different with setting music type. A page of music is literally a mosaic of small pieces of type of all kinds of shapes, sizes and design, some extremely small. Each piece would be meaningless considered alone. There are upwards of 3,000 pieces of type in a medium-sized page of a hymnal.

Music type is a standard height, but cannot follow the point system. However, one kind of music type is distinguished from another, and by the words formerly used in letter type: "excelsior," "agate," "nonpareil," "diamond," etc.

The music compositor builds in two directions at a time, while the typesetter places letters side by side. A font of music characters contains about 3,000 pieces but music compositors set and distribute rapidly. A recent figure given is that it costs about $7 to set a page in a hymn book.

Printer Uses Ad for Tribute to a Printer

An unusual appreciation of a printer's work recently appeared in a New Bedford, Mass., advertisement:

A TRIBUTE TO
ARTHUR M. PIERCE

A master printer who gave the public and his employers the best that was in him and whose life and work was always an inspiration for quality and service to my pressmen, who received their training under him.

George H. Reynolds
(*Reynolds, the Printer*)

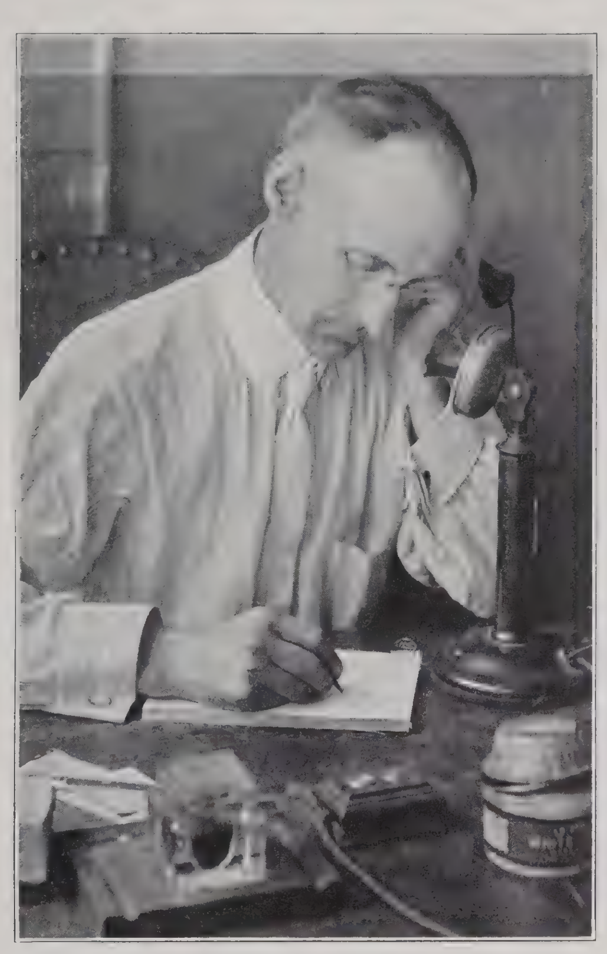
What an Editor Can Do With Radio

Frank S. Alger, publisher Rockland (Mass.) *Standard*, had the story of the fiftieth anniversary of this noted shoe manufacturing town broadcasted from Boston, some of the numbers on the program being included.

The Mankato (Minn.) *Free Press* leased 106 miles of telephone circuit and had the Mankato Choral Club performance of *Faust* broadcasted from Minneapolis. Over 300 letters were received during the next few days.

Twisting Publicity Hounds' Tails As Done by W. W. Loomis

Runs Six Community Newspapers From One Desk But Hasn't Lost His Nerve Yet.



William W. Loomis.

◆

MR. LOOMIS is president of the Citizens Publishing Company, LaGrange, Ill., publishers of six community newspapers: The LaGrange *Citizen,* the Riverside *News,* the Lyons *Gazette,* the Brookfield *Magnet,* the Western Springs *Times* and the Summit-Argo *Enterprise,* all within the western shadows of Metropolitan Chicago. Mr. Loomis knows every important detail of every one of these papers. His handling of the "free publicity evil" is, on the face of things, striking—just consider that his appeal to his public under the unusual circumstances of his location, must everlastingly bring up the publicity question in most unusual ways. Mr. Loomis, himself, is the publisher of *Newspaper Law,* the only book of its kind. This story is from "People Do Love to See Their Names in the Paper," *American Magazine,* with the author's permission. It is published to furnish ammunition "the next time" you go up against any local phases of the publicity evil. Keep this handy on your editorial desk! The best way and time to spring it, is up to you!

◆ ◆ ◆

"NEXT to the press agent and the free-publicity seeker, to test the editor's patience, is the fellow who wants you to rake someone over the coals," says Mr. Loomis. "The mayor, the chief of police, the superintendent of schools, or someone else gives offense; and straightway the aggrieved citizen hurries to the newspaper office and urges the editor to 'roast' the offending official. If you ask the man to assume responsibility for the statements, and sign the article, the chances are he will be indignant, informing you emphatically he does not want his name brought into it.

RECENTLY, the city editor of one of the Milwaukee dailies kept tab on the publicity mail matter that came to his desk in a month. It amounted to 14,000 pieces of mail, and many envelopes contained several articles. This means 538 pieces of mail every week day, and if the editor were not interrupted and did nothing else but read his mail, and allowed a minute for each article (many of them several columns long), it would take him practically nine hours to clear his desk for the next day's instalment.

"The other day an enthusiastic stamp collector wanted to write for us a series of articles dealing with his hobby, and took it as a personal affront when we had to decline his offer. A lady who recently became interested in theosophy was highly offended when we refused her a column a week for articles on the subject. A friend was greatly disappointed when we side-stepped his suggestion that he contribute two columns each week showing how the principles which Adam Smith had laid down in the "Wealth of Nations" could be applied in solving all the economic and industrial problems of the present day.

"Hardest of all to turn down are the people who want free publicity for entertainments, bazaars, church dinners, sociables, and a thousand and one like enterprises. Because the money is to be used for a worthy cause they think the editor should give them the publicity they seek.

"Sometimes a man is reluctant about bringing in his photograph, but no such modesty deters his wife. If the picture is to be used in connection with some recognition that has been given friend husband, she'll stop in the midst of her baking, or leave her company at dinner, to dig up the desired photograph. The social climbers not only bring in their pictures but frequently offer to pay almost any price to have them printed on the society page.

"Then there are the people who delight in trying to "slip one over" on the paper, and they deliberately pass out misinformation, to the embarrassment of many others besides the reporter. The practical joker calls up the office and gives an item that is all wrong. A common stunt is to announce the engagement of some couple who (it is later learned) have just had a quarrel.

HOW does Mr. Loomis meet these onslaughts? Here's an example: "We explained that it wasn't a matter of eighty cents for one week, but when such instances are multiplied fifty-two times in a year and then multiplied by every church, lodge, school, society, and organization that wanted to reach the public it meant the difference between a down-at-the-heel newspaper with no standing and a newspaper that is run on a business basis and commands the respect of the community. When we finally got our message across, we assured them we did not want to upset all their plans, and offered to print and give them enough handbills to cover the town—not to "make up" for leaving out an advertisement for which they had refused to pay but to show we were entirely friendly to the church, and to let the public know that our newspaper was not to be classed, in its service or in its policies, with the 'weaklies' that had preceded it. By the time that dinner was over *we* had received more advertising than we could have purchased at any price."

LOOKING THEM OVER : : : With "NPJ"

Readers are Invited to Submit Copies of Their Newspapers for a "Once-Over." This Department Purposes to Interchange Ideas Among Printer-Journalists. Criticisms on Specific Points May be Had Upon Written Requests.

GETS AD FROM CITY OFFICIAL—A paid display ad signed by the city marshal forbidding the use of fireworks was published by the San Jacinto (Cal.) *Register.*

AD URGES NATIONAL GUARD ENLISTMENT—The Livermore (Cal.) *Herald* ran a page ad carrying the names of 50 local business men and urging enlistments in the local battery of the National Guard.

A HOME TALENT PAGE—The Westwood (N. J.) *News* announces that a *Home Talent Page* which was scheduled to become a part of the paper during August will not begin until "these devitalizing days" have passed.

A PLEA FOR LETTERS—"Get It Off Your Chest" is the title of a hortatory editorial in the Baton Rouge (La.) *News,* in which the readers are urged to exercise their pet grudge in a letter to the editor.

FORTY-FIVE YEARS OF SERVICE—The Amsterdam (N. Y.) *Evening Recorder and Daily Democrat* modestly announces in a short editorial that it is 45 years old. The theme of the editorial is public service. On that test alone, says the editor, can the worth of a newspaper be judged.

"KEEP YOUR CREDIT GOOD"—This heading was in a page ad carrying the names of a number of banks and other local businesses, which appeared in the Yuba City (Cal.) *Sutter Independent.*

EIGHT PAGES, BUT—The Westwood (N. J.) *News* decorates the upper left hand ear of the front page with the following comment: "8 pages—But crammed full of interesting, carefully chosen and carefully handled reading matter, specializing in newsy happenings of Westwood and vicinity."

BIG INDUCEMENT FOR NEW SUBSCRIPTIONS—An award of $100 in gold will be given to the local person or organization turning in the largest number of new subscriptions and renewals to the Jasper (Mo.) *News,* that paper announced at the outset of its subscription campaign.

BUYS SELF BIRTHDAY PRESENT—The Janesville (Wis.) *Republican* celebrated its twenty-seventh birthday recently by installing a Swink 2-revolution press, displacing a drum cylinder Hoe which served for 9 years. A story on the self-conferred birthday present appeared in the first run off the new press.

"LATEST" IN CLASSIFIED ADS—The Watsonville (Cal.) *Register* is running in a box on the front page, the first three classified ads not over five lines in length received after 8 o'clock each morning. The same ads are run in the "New Today" department on the classified page.

SURCHARGE FOR EXTRA FREE CIRCULATION—Advertisers in the Selma (Ca.) *Enterprise* paid a surcharge of 10c an inch for the extra circulation obtained by the paper when an issue was delivered at every home in the town and to every box on the rural routes. The run was 2500.

PERSONALITY DEPARTMENT—"Builders of Lake County" is the title of a new department in the Groveland (Fla.) *Graphic* which gives personality sketches of prominent men of the county and briefly describes the work they have done which is of value to the community as a whole. A picture usually accompanies the story.

DELIGHTFUL "HOME-MADE" FEATURE—We don't know whether the half-column department called "For Instance" in the July 17 issue of the Hot Springs (S. Dak.) *Star* is a regular feature, but if it is we want to congratulate the editors of that well-written and well printed paper for seeing the wisdom of running "home-made" features. That one about the traveling painter is a perfect gem of an essay. We thought for an instant that we were reading the Contributors Club of the *Atlantic Monthly!*

DOES THE PAPER SELL SPACE OR GOOD WILL?—A statement in a recent issue of *The Service Sheet,* published by the New York State College of Agriculture, answers that foregoing question like this: "A publisher may think he is selling space in his paper to his advertisers, but all he is selling is the good will that his paper has among the folks who pay for and read it."

FUN AT HOME IN HUMOR SECTION—The Mayville (N. Y.) *Sentinel* has a two-column department headed "Pt. Chautauqua Breezes" which is made up of the mythical adventures of a correspondent among the equally mythical celebrites staying at Point Chautauqua, a summer resort near Mayville. The adventures place the correspondent in some very embarrassing situations, greatly to the amusement of the readers.

OLD COIN CONTEST—Many interesting news stories are being used by the Hartington (Neb.) *Cedar County News* in connection with a contest to discover the oldest coin in the vicinity. The latest find is a Spanish piece dated 1304—188 years before Columbus discovered America! A history of the coin is given in connection with the story and makes intensely interesting reading.

RED HEADLINES FOR NAMPA—To impress its subscribers with the successful completion of the drive for $45,000 needed to bring a certain industry to the city, the Nampa (Ida.) *Leader-Herald,* ran a 72-point block streamer head in red ink. An editorial supplemented the story, praising the generosity of the donors and scorning unmercifully the persons who easily could have afforded to but did not "do their bit." Some strong words were used, but how refreshing it is to run across editorials that shoot straight from the shoulder!

O'FUREY VISITS LI'L OL' NEW YO'K—J. P. O'Furey, far-famed editor of the Hartington (Neb.) *Cedar County News* was in New York during the Democratic convention. He made capital of the visit (so far as his newspaper is concerned!) by writing his own impressions of the various interesting places in the city. They are being run serially in each issue of the *News.*

INDIGNANT OVER SCHOOL PRINTING CONTRACTS—The Poteau (Okla.) *LeFlore County Sun* expressed indignation recently when contracts for school printing were made with a competitor because of an alleged "friendship" between the city clerk and the other printer. "Every member of the board of education has expressed himself as believing it only fair to divide the school printing," said the *Sun.* "But did they do it? No. They gave it all to a paper that already has had more than its share."

RADIO ADVERTISING—Reviewing the progress of radio from the newspaper standpoint, the *Editor & Publisher* recently told how complete systems are in use to follow and get the news for radio, and adds: "And advertising, the backbone of the newspaper business is not being neglected. 'Space in the Air' is being sold by the American Telephone and Telegraph Co., at the rate of $200 for 10 minutes. A group of four salesmen is at work interesting firms in this form of advertising. To date more than 250 companies have purchased and used this radio advertising."

COUNTY HISTORICAL EDITION—The Audubon (Ia.) *Advocate* issued a 48-page county historical edition which gave the complete picture of Audubon county—past, present and future. Biographies of prominent and interesting people, stories and pictures of landmarks, and articles on the present state of business in the county were included in the issue. School and church reviews were featured. Many fine pictures of prosperous farms distinguished the paper.

(TURN TO PAGE 38)

Chieftain Bond

WHEN COLOR COUNTS! It is now established that color in advertising *pays*—and often it pays best when employed in the paper upon which your message is printed.

White will probably always be pre-eminent for correspondence but the sales letter on colored paper and with a colored envelope invites the eye and thrusts itself out conspicuously from any mass of mail. If a shade is properly selected, a tinted letterhead helps to create toward *your* message an attitude of warmth and friendliness in the most hardened reader.

CHIEFTAIN BOND, made in fourteen colors besides white, is pre-eminently suited to such use. Moreover, it is a good paper for any business house to establish as standard for all forms. Its color range is adequate for the most extensive systems.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

Albany, N. Y.	Potter-Taylor Paper Corporation
Baltimore, Md.	Barton, Duer & Koch Paper Co.
Boston, Mass.	W. H. Claflin & Company
Bridgeport, Conn.	Lasher & Gleason, Inc.
Butte, Mont.	Minneapolis Paper Co.
Chicago, Ill.	Parker, Thomas & Tucker Paper Co.
Cincinnati, Ohio	Standard Paper Company
Cleveland, Ohio	Petrequin Paper Company
Dallas, Texas	E. C. Palmer & Co., Ltd.
Des Moines, Iowa	Carpenter Paper Company of Iowa
Detroit, Mich.	Whitaker Paper Co.
Houston, Texas	E. C. Palmer & Co., Ltd.
Indianapolis, Ind.	Century Paper Company
Kansas City, Mo.	Kansas City Paper House
Lansing, Mich.	Dudley Paper Company
Louisville, Ky.	Southeastern Paper Company
Los Angeles, Calif.	Western Pacific Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
Minneapolis, Minn.	Minneapolis Paper Co.
New Orleans, La.	E. C. Palmer & Co., Ltd.
New York City	F. W. Anderson & Company
Ogden, Utah	Scoville Paper Company
Oklahoma City, Okla.	Kansas City Paper House
Omaha, Nebr.	Field-Hamilton-Smith Paper Co.
Philadelphia, Pa.	D. L. Ward Company
Pittsburgh, Pa.	Potter-Brown Paper Company
Portland, Ore.	Blake, McFall Company
Providence, R. I.	Paddock Paper Company
Richmond, Va.	Richmond Paper Company
Roanoke, Va.	Caldwell Sites Co.
Rochester, N. Y.	Hubbs & Hastings Paper Co.
St. Louis, Mo.	Acme Paper Company
St. Paul, Minn.	E. J. Stilwell Paper Co.
San Antonio, Texas	San Antonio Paper Company
San Francisco, Calif.	General Paper Company
Seattle, Wash.	American Paper Company
Springfield, Mo.	Springfield Paper Company
Spokane, Wash.	Spokane Paper & Stationery Co.
Tacoma, Wash.	Tacoma Paper & Stationery Co.
Toledo, Ohio	Commerce Paper Company
Washington, D. C.	Barton, Duer & Koch Paper Co.
Wilkes-Barre, Pa.	D. L. Ward Company
Worcester, Mass.	Charles A. Estey Paper Co.

EXPORT — New York City, American Paper Exports, Inc.

ENVELOPES —Waukegan, Ill. — National Envelope Co., Div. United States Envelope Co.
Worcester, Mass. — Logan, Swift & Brigham Envelope Co., Div. United States Envelope Co.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
Old Council Tree Bond
Success Bond
Chieftain Bond
Neenah Bond

Check the V Names

Wisdom Bond
Glacier Bond
Stonewall Linen Ledger
Resolute Ledger
Prestige Ledger

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

LOOKING THEM OVER

(CONTINUED FROM PAGE 36

SPECIAL EDITION CELEBRATES OPENING OF NEW HOME—The Davenport (Ia.) Democrat and Leader literally celebrated "for all it was worth" on the occasion of the opening of its new office and plant with a 240 page "New Home Edition." The 16-page section of the edition devoted to information about the operation of the paper and the people connected with it is exceptionally well done. The early history of the paper is very interesting, in fact all of the historical material is well handled from both literary and typographical standpoints. Humorous fillers were supplied from old files of the paper. A series of pictures graphically traces the path that a story takes from the reporter's interview to the howl of "extra."

ARE YOU USING FRED P. MANN'S STATEMENT?—A large number of newspapers throughout the country are making profitable use of the statements concerning newspaper advertising made by Fred P. Mann, merchant in Devils Lake, No. Dak., who has the distinction of selling more merchandise than is sold in any store of equal size in the world. Here is a small extract from one of Mr. Mann's speeches: "I would feel I was tied hand and foot, if I failed to tell the public through the home papers what I have to sell. The best time to advertise is when times are hard or business is bad and your competitor either curtails his advertising or is not advertising at all. I believe the newspapers of this country are the greatest business builders the world has ever known. I have tried to do business without printer's ink as well as with it, and my conclusion is that the merchant who thinks he can prosper without advertising his goods, is foolish."

CHANGES POLICY REGARDING CHURCHES—Becoming editorially irate over the lack of co-operation given by pastors of local churches in the compiling of a church news column and weekly Sunday school lesson, the Watertown (Conn.) *News* recently announced that it was giving up the job of playing a lone hand in the matter and would thenceforth devote the perfectly good space to a column on "community building." An editorial deploring the universal tendency to forgo the Sunday church services for the pleasure of an automobile ride accompanied the announcement.

ADVOCATES "BARNYARD GOLF"—Hot Springs, (S. Dak.) has a golf course and a swimming pool which are available for tourists. This would be considered more than sufficient for entertainment purposes by most towns. But the *Star* of that city argues that there are many tourists who don't play golf and that they can't spend all of their time in the water, so it comes out with a strong editorial suggestion that several plots be laid out for quoits, or "barnyard golf," speaking in the vernacular. Only nominal expense is required, says the editorial, and the provision of means to engage in this simple but invigorating sport will bring many additional tourists to the city.

PRINTS RESULTS OBTAINED BY CLASSIFIED ADS—The Canby (Minn.) *News* stimulates interest in its classified advertising department by running stories on results obtained by patrons. Here are two samples of such stories:

"Ed Carstens, who had lost a Lee cord tire and a rim, advertised the loss in the Camby *News* and reports that a few days later the family, on returning home from a short absence, found the lost articles at the door.

"John A. Anderson of Providence township last week advertised a good milk cow for sale, and immediately after the appearance of the ad notified the *News* to discontinue, as he had sold the cow at once."

FREE PUBLICITY HAS ITS VALUE TOO—"There is only one thing that a country publisher needs to be more afraid of than giving too much free publicity to local enterprises, and that is not giving enough free publicity to these enterprises," said a successful country editor in New York state. He defends his position by stating that it is the duty of the paper to support enterprises actually beneficial to community welfare. He makes just one stipulation: "The item must not mention price. I find that almost every person, no matter how ardent a booster for his organization he may be, can see that when price is mentioned the item is an ad, and not news."

Reading Helps His Progress

LETTERS FROM OUR READERS

E. F. GICK, *Moundridge* (*Kans.*) *Journal*—*The sample* copy of the NATIONAL PRINTER-JOURNALIST reached my office desk this morning, and in looking it over, I find many interesting items that are of value to the small shop printer. Every newspaper man should, at least to my estimation, get some papers or magazines that will help him get *new ideas*. Not many years ago I started in the newspaper game, and by constantly reading what others have done, have built up a good paying weekly paper. It pays to hear what the other fellows are doing, and getting suggestions from them. Send me the NATIONAL PRINTER-JOURNLIST for one year.

W. C. AYLESWORTH, Publisher, *Watford* (*Ont., Can.*) *Guide-Advocate*—Enclosed find cheque for next year. We can't afford to do without the other fellow's ideas. After breaking into the weekly newspaper field while very young and green, we have of necessity endeavored to follow the beaten paths laid down for our guidance in the trade journals and at district press associations. We have enjoyed *"NPJ"*, every number during the past year. Like the slogan some newspapers have adopted, "It Goes Home." We like your descriptions of plant layouts; ideas on commercial printing; developing local features; and combatting (or, to put it mildly,) co-operating with the advertising agency; in fact, there has not been much we didn't like.

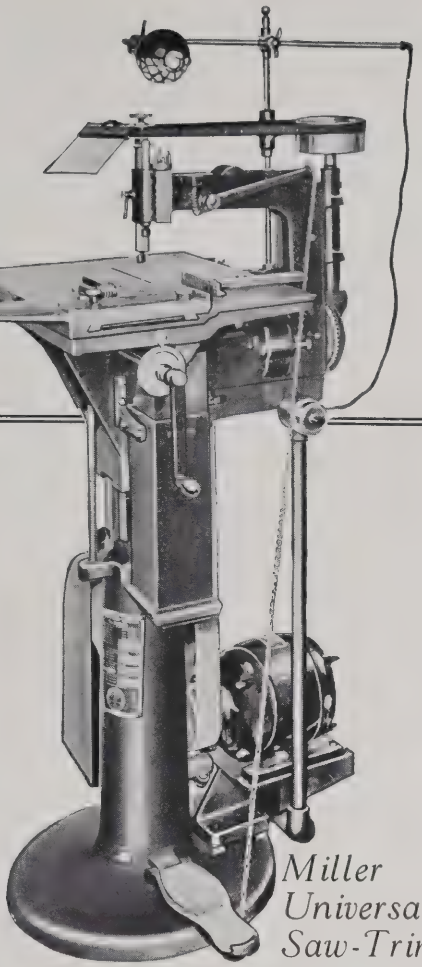
ROBERT MONTGOMERY, *Puyallup* (*Wash.*) *Valley Tribune*—My check herewith for renewal of subscription to the NATIONAL PRINTER-JOURNALIST, the most helpful, constructive and inspiring publication of its kind in America, so far as I know. I admire its initiative, its enterprise, its originality—to say nothing of its typographical perfection.

IOWA NEWSPAPERS GET AWARDS—Prizes awarded to Iowa newspapers in connection with the closing of the country newspaper men's short course at the Iowa State college by the department of agricultural journalism are as follows: Handling of local news—LeMars *Sentinel,* first; Marengo *Pioneer,* second; Storm Lake *Pilot-Tribune,* third. Editorial page content and makeup—Hampton *Chronicle,* first; Hardin County *Citizen,* second; Knoxville *Express,* third. Front page makeup, unsymmetrical—Waverly *Independent-Republican,* first; Red Oak *Express,* second; Marengo *Pioneer,* third. Front page makeup, symmetrical— Ida Grove *Record-Era,* first; Eldora *Herald,* second; Cherokee *Times* third. The contest for news and editorial excellence was judged by A. F. Allen, editor of the Sioux City *Journal;* typography was judged by Walter Wallick of Des Moines.

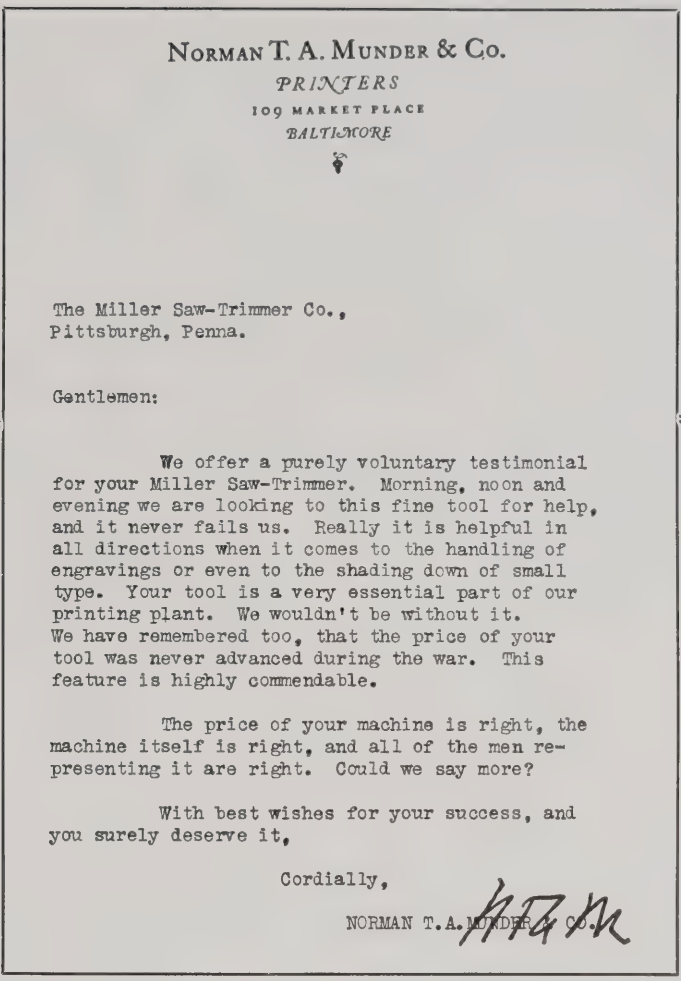
"WE AIM TO PLEASE"—The Baton Rouge (La.) *News* recently announced a list of editorial subjects which they would deal with in the near future, which they "positively guarantee will offend no one in Baton Rouge." Here they are: Immorality Among the Eskimos, It Ain't Gonna Rain No Mo, Have You Noticed That Baton Rougeans Are Leaving on Their Vacations?, Dandruff in Russia, The Shortage of Sardines in Ethiopia, Why We Are in Favor of a Bigger Baton Rouge, General Stadpatisky's Strategy, The Boll Weevil Should Be Wiped Out, Cheese Making in Shimonoseki, Baton Rouge Deserves the Best, We Are Glad the War Is Over, Why the Natives of the Belgian Congo Will Not Wear Breeches, These Are Hot Days, Fighting Mosquitoes in Panama, The Chinese and Persimmons, Disease a Menace to the World, Cultivating Cucumbers in the Carpathian Mountains.

CHAMPION MARATHON ADVERTISER FOUND—The firm of Hutchins & Downey of Henry, Ill., is the champion marathon advertiser in the United States, according to the judgment of the *Publishers Auxiliary,* which recently closed a contest to ascertain the prize continuous advertiser. The

(TURN TO PAGE 40)



Miller Universal Saw-Trimmer



NORMAN T. A. MUNDER & CO.
PRINTERS
109 MARKET PLACE
BALTIMORE

The Miller Saw-Trimmer Co.,
Pittsburgh, Penna.

Gentlemen:

We offer a purely voluntary testimonial for your Miller Saw-Trimmer. Morning, noon and evening we are looking to this fine tool for help, and it never fails us. Really it is helpful in all directions when it comes to the handling of engravings or even to the shading down of small type. Your tool is a very essential part of our printing plant. We wouldn't be without it. We have remembered too, that the price of your tool was never advanced during the war. This feature is highly commendable.

The price of your machine is right, the machine itself is right, and all of the men representing it are right. Could we say more?

With best wishes for your success, and you surely deserve it,

Cordially,

NORMAN T.A. MUNDER & CO.

Why a "MILLER?"

BECAUSE the name "Saw-Trimmer" is synonymous with the name "MILLER"—originated by the Miller Saw-Trimmer Company more than twenty years ago, since which time upward of 8,000 have been manufactured and sold.

BECAUSE no imitator has ever introduced a machine that functions so well or possesses the "MILLER" super-excellence in design, workmanship, precision and convenience.

BECAUSE no imitator has ever approached the "MILLER" standard of efficient, economical service as measured in dollars and cents terms.

BECAUSE you cannot afford to experiment with doubtful so-called "trial propositions" in the face of time-tried "MILLER" SUPREMACY. You will, as have others, *eventually install* the "MILLER" — or like some who have experimented, *regret not doing so.*

BECAUSE there are a hundred and one other reasons — described and pictured in the Miller Saw-Trimmer Catalog, and set forth in the hundreds of letters we have on file from users.

A postal request will bring this book together with facsimile copies of user letters — no obligations.

MILLER SAW-TRIMMER CO.

PITTSBURGH, U. S. A.

ATLANTA BOSTON CHICAGO DALLAS DETROIT
LOS ANGELES MINNEAPOLIS NEW YORK PHILADELPHIA SAN FRANCISCO
MILLER & RICHARDS, Toronto - Winnipeg. LANSTON MONOTYPE CORP., Ltd., London

LOOKING THEM OVER

(CONTINUED FROM PAGE 38)

Henry *News-Republican* has carried Hutchins & Downey ads in every one of its issue. It took the opportunity occasioned by the announcement to impress other advertisers of the town with the value of perseverance in advertising. A two-column, front page story was used for this purpose. The prosperity of the Hutchins & Downey store was the evidence in the case.

PROTESTS AGAINST POSTAL DEPARTMENT PRINTING—An editorial squib in the Gibson City (Ill.) *Courier* comments on the discontinuance of the issuing of treasury certificates by the government, brought about by the continued effort of the bankers toward that end. Then it suggests that the printers enlist the assistance of the bankers in their efforts to stop the Postal Department from issuing printed envelopes at less than cost, for in the past the repeated pleas of printers' associations seem to have been ignored.

NEW ZEALAND HAS GREATEST PROPORTION OF NEWSPAPERS—This statement is made at the Dominion Pavilion at Wembly, England, and literature is published to substantiate the statement. There are altogether 260 printing establishments in the country, giving employment to 5,300 persons including more than 1,100 women and girls. Newspaper offices, of which a great majority have jobbing departments, have more than 2,000 employees, while general printing houses have about 3,300. In addition some 670 persons are engaged in the manufacture of stationery, account books and bookbinding.

TOWN TAKES HOLIDAY TO HONOR EDITOR—The village of Fowlerville, Mich., and the Michigan Press Association recently co-operated in making a civic holiday to pay homage to Mr. and Mrs. George L. Adams, who have achieved unusual results in community leadership. Mr. Adams for 50 years has been editor of the Fowlerville *Review*. A special entertainment program was given, the village band played between 10 and 12 a. m., several speeches were made, and a set of richly upholstered companion chairs, an inlaid walnut reading table, a set of books, and a large basket of cut flowers were given to Mr. and Mrs. Adams.

FORTY-SIX YEARS AN EDITOR—M. A. James, editor of the Bowmanville (Ont., Can.) *Canadian Statesman* recently celebrated his forty-sixth anniversary as editor. In an item announcing this fact he comments that "no man conducting business August 1, 1878, in Bowmanville is in the same business today. Not one of the professional men in law, medicine, dentistry or other professional lines is alive today. Only one now living in Bowmanville—Police Magistrate W. M. Horsey who is upwards of 90 years of age. Truly, these years have brought many changes!"

SONGS AND FLOWERS ON FIFTIETH ANNIVERSARY—The fiftieth anniversary of the Fairmont (Minn.) *Sentinel* brought Frank A. Day, editor a pleasant surprise. Upon his arrival at the office the morning of the anniversary he was greeted with the opening number of a series of old-time songs by the Fairmont vocal octet. A number of newspapermen and citizens of Fairmont were present to congratulate the veteran printer-journalist. In addition, scores of letters, telegrams and bouquets of flowers were received.

TABLOID EDITION DURING FLOOD—Handicapped by the most serious flood in the history of the city, which for two days disabled the presses and steam stables of the Fond du Lac (Wis.) *Daily Commonwealth,* the paper never missed a single issue. A tabloid newspaper, 4 pages 10¼ x 7½ inches in size, was issued the first day, the second day the tabloid size was increased to 4 pages of 12 x 18 inch size. The third day the flood had subsided enough to permit use of the steam tables. Mats were made and sent to the Oshkosh (Wis.) *Northwestern* for casting and printing. Papers were returned by truck.

BANK OPENS NEW BUILDING; SOUVENIER EDITION—On the occasion of the opening of the new building erected by the National Bank & Trust Co., of Fairport, N. Y., the *Herald* of that city issued an additional 8-page section in the edition of August 13, in which the complete story about the bank was told in an interesting manner. Pictures of the officers, directors and employes, and a large picture of the bank formed the illustrative matter. Ads of firms that did work on the construction and in installation of interior fixtures financed the section quite adequately.

"SHOOT HIM, and his estate wi'l have to pay for the notice to creditors at the new legal rate. Please send the apple."

* * *

"PEP", official publication of the Central New York Press Association, received hundreds of replies to its questionnaire, "What is the Best Method of Getting a non-Advertiser to Advertise?" The foregoing got the apple. (Courtesy, *Bug House Gazette.*)

MAKES OLD-TIMERS' COLUMN INTERESTING—Under the heading "Ye Olden Days" the Calhoun (Ga.) *Times* runs items which appeared in its pages from 50 to 25 years ago. Snappy headlines such as "Just Before the Calbeck Family Moved to Town" and "Edgar Fuller Takes a Business Course" serve to make the items interesting to the survivors of the 80's. Another very readable department is called "Chatting With Georgia Editors" in which humorous or other-wise fetching phrases from the pen of brother editors are reprinted for the delection of the local readers.

CO-OPERATIVE COMMERCIAL CLUB EDITION—The Steamboat Springs (Colo.) *Steamboat Pilot* got the Commercial clubs in cities and towns of northwestern Colorado to co-operate in a special magazine edition of the Pilot covering the advantages in business and outdoor life in that section of the state. A 40-page 12¼ x 9¼, saddle-stitched book of high grade machine book stock was the result. Excellent photographs were profusely distributed. A four-color front cover was printed in the home shop, as was the rest of the book. It is a credit to the business enterprise and fine printing craftsmanship of the *Steamboat Pilot*.

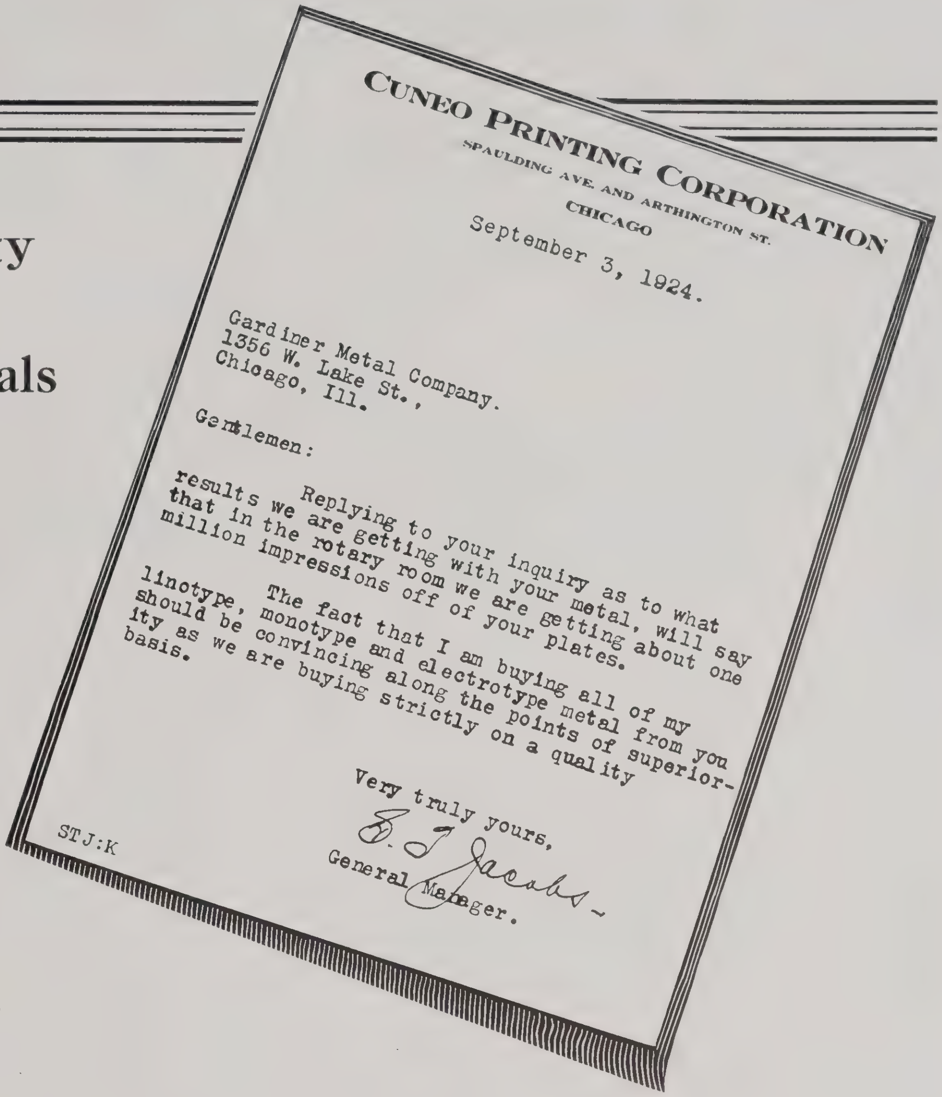
"WORK WITH YOUR PRINTER"—The Kenosha (Wis.) *News* ran a 3-column, 9 in. "house" ad headed: "Is Your Printer the Victim of Your Mistakes?" In part, it said: "Work with your printer! Give consideration to his suggestions. It is wiser to save money on printing by thoughtful planning than it is to wrangle about the bill after the job is delivered. Better paper enables the printer to do good work and the advertiser to obtain more effective literature, but better paper is worth its price only when the printer is allowed to turn out good work on it."

FOUND—ONE SMART PRINTER—A story is told of a printer who supplied a customer with a quantity of billheads. The price charged for the job was so absurdly inadequate that a fellow printer, who learned of the incident, was emboldened to ask questions. "Why," he said, "your price wouldn't pay for the stock, let alone the printing of it." "Well, replied the printer, "since you think you know so much, let me tell you something. The stock cost me nothing —it was dead stock which I had had on hand for years. Neither did the composition cost me anything, for my daughter did it. So you see you are not so gol-darned smart after all."—*Franklin Witness.*

EDITORIALS THAT STRIKE HOME—The editorials of the Gibson City (Ill.) *Courier* conform pretty nearly perfectly with our idea of what editorials in a community weekly should be. This thought has been ours for some time, but we were moved to express it when we received the issue of July 17. Two "edits"—"The Home Town the Heart of America" and "A Few Words for the Boss" actually "strike home" by dealing with home subjects. The reader of the community weekly can get his editorials on national topics

(TURN TO PAGE 44)

Where Quality Metals Count Gardiner Metals Are Used



CUNEO PRINTING CORPORATION
SPAULDING AVE. AND ARTHINGTON ST.
CHICAGO

September 3, 1924.

Gardiner Metal Company.
1356 W. Lake St.,
Chicago, Ill.

Gentlemen:

Replying to your inquiry as to what results we are getting with your metal, will say that in the rotary room we are getting about one million impressions off of your plates.

The fact that I am buying all of my linotype, monotype and electrotype metal from you should be convincing along the points of superiority as we are buying strictly on a quality basis.

Very truly yours,

S. T. Jacobs

General Manager.

STJ:K

Newspapers and Printing Plants Have the Same Metal Problems

Long runs plus high speed are telling factors in the life of type and plates. When one of the biggest printing plants in the biggest printing center in the United States uses Gardiner's metals exclusively make up your mind it's because they're the best and they know it.

Gardiner Metal Company

1356 West Lake Street, Chicago, Illinois

Let Mr. King Tell You About His Lead-Slug-&-Rule Caster

THE EVENING NEWS
EXCEPT SATURDAY

THE SUNDAY NEWS
SUNDAY MORNING

THE NEWS PUBLISHING CO.
JOHNSON CITY, TENN.

August 6, 1924.

Lanston Monotype Machine Co.
Philadelphia.

Gentlemen:

Just a word about our new Lead-Slug-&-Rule Caster: It has enabled us to do the same amount of work with one fewer men on the floor and the work is easier than with the old way of digging out the leads and slugs from the dead matter for the next run.

The appearance of our paper has been improved fully one hundred per cent: new column rules, new head rules, new borders, and plenty of leads to justify the matter makes any paper look better.

We can truthfully say that our Monotype has aided us very materially in securing advertisements--the variety of border arrangements has made this possible. We are confident that the increase in business alone has been sufficient to justify our purchase of the Monotype.

We just wanted you to know what we think of our machine; and your assistance in getting the machine into action has been none the less praiseworthy.

Very truly yours,

THE EVENING NEWS
E. C. King
Business Manager.

TEAR OFF AND MAIL

Lanston Monotype Machine Co.,
Philadelphia, Pa.

You may send a representative to find out whether or not a Monotype Lead-Slug-&-Rule Caster will be profitable in our composing room.

Firm...

Signed by...

City and State...

Association Briefs

ASSOCIATION DATES

September

West Tennessee Press Association, 5, Jackson, Tenn.
Massachusetts Press Association, 27-30, Whitefield, N. H., annual outing.
International Association of Electrotypers, 25-27, Philadelphia, Pa.
Tri-State Editorial Association, 13-18, Sioux City, Ia.

October

United Typothetae of America, 15-18, Chicago.
Texas Circulation Managers' Association, Dallas.
International Direct Mail Advertising Association, 29-31, Pittsburgh.
International Trade Composition Association, 13-14, Chicago.
American Association of Advertising Agencies, 16-17, Chicago, Ill.
Audit Bureau Circulations, 16-17, Chicago.
Inland Daily Press Association, 14-15, Chicago.
Pennsylvania Weekly Newspaper Association, Pennsylvania Associated Dailies and Pennsylvania Editorial Association, 3-4, Stroudsburg.

November

Michigan University Press Association, 20-22, Ann Arbor.

ASSOCIATION ELECTIONS

ASSOCIATED PRESS EDITORS' ASSOCCIATION (Mich.)—President, G. S. Gray, Adrian (Mich.) Telegram; vice-president, A. L. Miller, Battle Creek (Mich.) Enquirer-News; secretary, David J. Wilkie, Detroit. Members of Advisory Board: W. H. Gustin, Bay City, Ray Foley, Pontiac; Archie E. McCree, Muskegon.

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION—President, Arthur G. Newmyer, New Orleans (La.) Item; secretary-treasurer, Walter C. Johnson, Chattanooga (Tenn.) News. Directors: Alabama—Victor H. Hanson, Birmingham (Ala.) News; Arkansas—Elmer E. Clarke, Little Rock (Ark.) Democrat; Georgia—Clark Howell, Jr., Atlanta (Ga.) Constitution; Louisiana—Col. Robert Ewing, New Orleans (La.) States; North Carolina—H. Galt Braxton, Kingston Free Press; Oklahoma— E. K. Gaylord, Oklahoma City (Okla.) Oklahoman; Virginia—Allen Potts, Richmond (Va.) News Leader; West Virginia—W. Guy Tetrick, Clarksburg Exponent; Florida—Ross A. Reader, Miami News Metropolis; Mississippi—T. M. Hederman, Jackson (Miss.) Clarion-Ledger; South Carolina—F. C. Withers, Columbia (S.C.) State; Tennessee—Wiley L. Morgan, Knoxville (Tenn.) Sentinel; Texas—M. E. Foster, Houston (Tex.) Chronicle.

OAKLAND COUNTY (MICH.) WEEKLY PRESS ASSOCIATION (Just organized)—President, Floyd J. Miller, Royal Oak (Mich.) Tribune; vice-president, Joseph Haas, Holly (Mich.) Herald; secretary-treasurer, George R. Averill, Birmingham (Mich.) Eccentric.

GEORGIA PRESS ASSOCIATION—President, Charles D. Rountree, Wrightsville; first vice-president, Ernest Camp, Monroe; second vice-president, Miss Emily Woodward, Vienna; corresponding secretary, Hal M. Stanley, Atlanta; recording secretary, C. E. Binns, Butler; treasurer, J. J. Howell, Cuthbert.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—President, Frank T. Carroll, Indianapolis (Ind.) News; vice-president, Harvey R. Young, Columbus (O.) Dispatch; secretary, Don Bridge; assistant secretary, Tracy W. Ellis. Directors: A. L. Shuman, Fort Worth (Tex.) Star-Telegram; Harvey R. Young, Columbus (O.) Dispatch; Joseph W. Simpson, Philadelphia (Pa.) Bulletin; Battle Clark, Nashville (Tenn.) Banner; A. J. McFaul, Chicago (Ill.) Herald and Examiner; Carl P. Slane, Peoria (Ill.) Journal-Transcript; George W. Preston, Arkansas Gazette; Frank T. Carroll, Indianapolis (Ind.) News

NEW ENTERPRISES, OFFICES AND PLANTS

Camp Hill (Ala.) Star—To be published early in September by L. M. Williamson.
Eudora (Ark.) Radio.
Park (Calif.) Sun—Weekly; Freeman Lusk.
Redlands (Calif.) Citrus Belt Bulletin—Weekly; George Vadney and E. H. Pfeiffer.
Santa Monica (Calif.) Daily Santa Monican—Robert Donaldson.
Calgary (Western Canada) Freeman.
Sherbrooke (Quebec) Le Forum—French weekly; manager, A. W. Reid.
Lakeland (Fla.) Evening News—Charles G. Mullen.
Sanford (Fla.) Trucker.
Demorest (Ga.) Northeast Georgian—Weekly; Seth M. Vining.
Boise (Idaho) Pioneer.
Hoopeston (Ill.) Evening Times—H. J. Harris.
Canton (Mass.) Mirror.
Gratiot (Mich.) County Democrat—C. H. Manzer.
McGrath (Minn.) Tribune—R. L. Nedry.
Holstein (Neb.) Reporter—H. B. Pickering.
Juniata (Neb.) Herald.
Jersey City (N.J.) Bluecoat.
Buffalo (N.Y.) Webb-Stafford-Coles, Inc.—Inc., $100,000; job printing plant.
Johnstown (N.Y.) Johnstown Publishing Co.—New Daily.
Central Islip (Long Island, N.Y.) Messenger—Lawrence F. Dentzman.
Mecklenburg (N.C.) Times—Weekly; J. Z. Green and B. Arp Lowrance.
Tigard (Ore.) Sentinel—Publisher, H. H. Jeffries.
Emporium (Pa.) Voice—Fred H. Strayer.
Bonilla (S.D.) Tribune—Harold L. Eves.
Altavista (Va.) Tri-County Democrat—John L. Scrogin.
Dubois (Wyo.) Courier—J. F. Anstette.

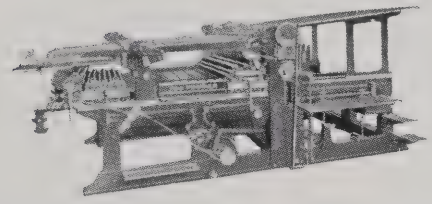
EDUCATIONAL BRIEFS

Alabama College for Women, Montevallo, Ala.—$10,000 gift made by Victor H. Hanson, publisher of Birmingham (Ala.) *News* for dormitory.

University of Illinois, Urbana, Ill.—Prof. Charles H. Fernald, to take charge of advertising courses.

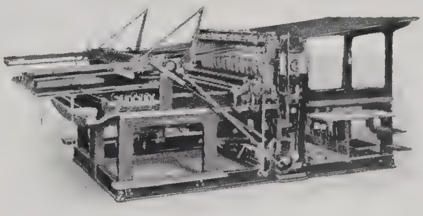
Johnsonized

Some high grade two revolution presses for fine printing — book, job and catalog work — at a real saving in cost



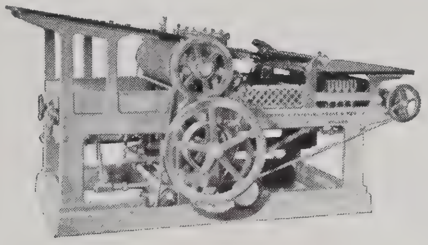
Whitlock Premier — 2 Revolution

Bed 36 x 48 — 4 form rollers — geared angle rollers — convertible sheet and fly delivery — almost new **$3,500.00**



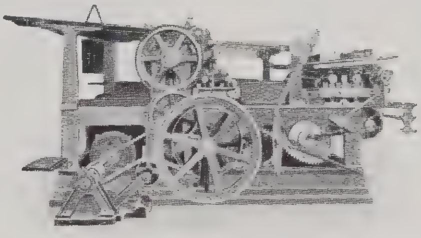
Miehle — 2 Revolution

No. 1 — bed 39 x 53 — 4 form rollers convertible delivery — both sheet and fly — good as new **$3,700.00**
No. 3 — bed 33 x 44 — 4 form rollers — sheet and fly delivery **$3,250.00**



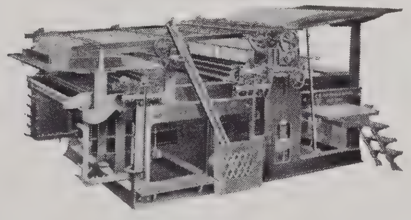
Century — 2 Revolution

Bed 43 x 56 — 4 form rollers — fly delivery **$2,900.00**
Bed 39 x 52 — 4 form rollers — fly delivery **$2,900.00**
Bed 30 x 43 — 4 form rollers — sheet delivery **$2,600.00**
Bed 26 x 35 — 2 form rollers — front fly delivery **$1,800.00**



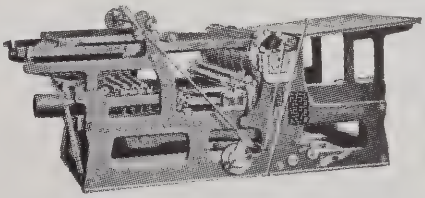
Whitlock — 2 Revolution

1-3 E — bed 27 x 39 — 2 form rollers — front fly delivery **$1,900.00**
1 — bed 29 x 42 — 4 form rollers — front sheet delivery **$2,100.00**
1 — bed 34 x 47 — 4 form rollers — front fly delivery **$2,600.00**



Cottrell — 2 Revolution

Bed 43 x 56 — 4 form rollers — combination sheet and fly delivery almost new **$3,100.00**



Optimus — 2 Revolution

Bed 29 x 43 — 4 form rollers — front sheet delivery **$2,300.00**

The rebuilding is thorough. The JOHNSONIZED guarantee is a real guarantee.

C. I. Johnson Manufacturing Company
St. Paul, Minnesota

Mentges Job Folders

Morrison Perfection Wire Stitchers

Vandercook Proof Presses

Looking Them Over

(CONTINUED FROM PAGE 40)

from the metropolitan dailies, and with much more assurance of their comprehensiveness and authority. It is the province of the home town editor to put his subscribers straight on the home town questions. And they need not always be "burning" questions, either. Take the editorial "A Few Words for the Boss." It is nothing more than a suggestion to consider the case of the owner or manager of a business concern with an open, unpredjudiced mind. But it is frank, homely, and reads easily. It strikes home. One sentence aroused our mental applause: "He (the square business man) doesn't ask for any editorial in the blooming country newspaper.

HAMMOND, THE CHAMPION BOOSTER EDITOR—Editors all over the country have learned to look forward —not "with interest," but with anticipation of getting profit-making ideas—to the biennial publication of the Byron (Cal.) *Times* booster editions. For the energy, ability and genuine enthusiasm of Editor Harry Hammond have achieved national fame, despite the fact that the population of Byron is only 700. It is impossible to give an idea of what the 252 page 1924 Ninth Development Edition is like in the limited space afforded here. Stock is 50 lb. machine book. Weight of complete book, 2 lbs., 2 oz. 20 pages in colors, 6 of which are in 4-color processes. Art work and engravings cost $2700, and photographs, $500. Total cost $13,000. Compiled solely by Harry Hammond, no solicitors being employed. One descriptive writer for editorial work. The feature which to us is the most important is the entire absence of misleading, windy, turgid and despicable "boosting" of the type so commonly found in special editions. Facts are written instead of adjectives. If a certain business or farm is described as being "one of the best in the state" reasons are given for the statement. Indeed, this is the perfect special edition. Editors who want the latest dope on getting up booster numbers should be unrelenting in their efforts to get hold of a copy. The price is 75 cents.

◆

Thrift in Printing Business in "Poor Richards" Manner

First Point Is "The Eye of the Master Will Do More Work Than His Hands"

PRINTERS' ALBUM. *Challenge Machinery Co.*—"THRIFT AS APPLIED TO THE PRINTING BUSINESS: Employing printers working in the shop rather than *supervising* the work of the shop, are reminded by 'Poor Richard' of the truth that 'the eye of the master will do more work than both his hands,' and to quote the same source, 'not to oversee workmen is to leave them your purse open.'

"Of course the proprietor of the smaller printing plant must often do the work of the shop with his own hands, but if at all progressive he will soon get away from that sort of thing, and will engage others to do the work for him.

◆ ◆ ◆

"In the composing-room of a large publishing house is a man who is notable for intricate work consisting of setting small-size type in odd-shaped mortises. This man is a slow worker. In the same department are other compositors who do two or three times as much of the same kind of work in a given time, but when this expert completes an intricate job it is close to perfection. The type "stays put," and typographical errors are few.

"Thrift applied to the print shop means a clean, bright plant with plenty of daylight; neat workers of the craftsmen school; all machinery, etc., in good physical condition and operated by individual motors; a composing-room modernly-equipped in every particular; and a plentiful supply of material for each department. In the job-press room, for example, there should always be liberal quantities of tympan paper, tissue, pressboards, etc., cut to essential sizes and kept in systematic order. The composing-room should have abundant supplies of useful type faces, leads, slugs, brass rule, labor-saving iron furniture, steel galleys, plate-mounting equipment, and other essentials.

THE printer who purchases good materials at fair prices, instead of cheap materials at low rates, is practicing real thrift. This refers to such important things as printing ink, paper, thrift. This refers to such important things as printing ink, rollers, photo-engravings, electrotypes, and bindery supplies. Take printing ink as one example: Ink of good quality will have a greater covering capacity than a cheaper make; it will not cause trouble in the presswork; and, it will reflect the character of a fine piece of printing to the best advantage. Half-tone plates, which have not been properly etched and finished, may cost less than perfect plates, but are expensive in the end because of the long time spent by the pressman in trying to make them print right. Cheap rollers, made almost entirely of old composition, will soon lose their good inking qualities and in a short time will become too hard for use.

"The employing printer who pays his bills promptly is exercising thrift. So is the printer who is advertising his business by means of attractive direct mail literature of the variety that he can produce for customers. Thrifty printers will not conduct business on a 'cut-price' basis.

"If your plant contains worn-out type, old presses, or machinery of any kind that may be considered out-of-date, according to modern ideas of efficiency, you can save time, labor and money, *every working day of the year,* by having these old things replaced by new ones. This, indeed, would be thrift worth while."

"NPJ" Book Table

MARKING COPY FOR NEWSPAPER AD MACHINES, *A Stylebook for the Ad Room, by* EARL R. WILLIAMS, *Box* 841 *Indianapolis, Ind., $1.50*—This little book, well illustrated, should save untold amounts of time and money in composing rooms, in many of which almost everyone concerned has a different way of marking copy for the compositor, including keyboard machine operators. It is going to be a big job to get uniform practices on this score in the whole field, not to mention some individual offices. Mr. Williams' book seems like a David facing a Goliath—it may prove a little "stone" that will kick a few props from under the giants of confusion, misunderstanding and costly resetting in composing rooms.

MAVERICKS, *by* EARL H. EMMONS, *News Editor of the American Printer, Oswald Publishing Co., New York;* $1.50.—In addition to being a delightful budget of breezy, western-type verse and poem, with an introduction by William Francis Hooker, this volume claims the distinction of being the first book of verse done in Monotype Kennerley. MAVERICKS will delight anyone who can appreciate the western flavor of the out-of-doors, full of western fists and hearts. It's the kind of a book that printer-journalists will read, once started, despite the proverbial belief among them that they haven't time to read for entertainment and refreshment.

HOW TO GATHER AND WRITE FARM NEWS, *by* C. E. ROGERS, *associate professor of industrial journalism, Kansas State Agricultural College, Manhattan, Kans.*—This bulletin can be made useful in any newspaper and job office dependent upon agricultural interests. It should help in improving the efforts of printer-journalists to do justice as to farm news for themselves as well as their communities.

THE STORY OF TSAI LUN, *by* ROYAL S. KELLOGG, *American Pulp and Paper Association, published by the Munising Paper Co., Munising, Mich.*—An enticing story by *"the Spirit of Paper Making"* with many well-put pointers as the consequences of waste of paper, and remedies for preventing waste. Copies may be had by writing to the publishers.

HANDBOOK NO. 8, *by* AMERICAN PRINTING INK CO., *Chicago.*—A price and sample book of unusual parts. It will prove useful in determining colors to be used in job work. Copies on request.

FROM MARMONS TO MARSHMALLOWS, *by* MIAMI PAPER CO., *West Carrollton, O.*—A collection of actual letters that proved successful business creators and builders. It proves the value of using suitable papers for letterheads mailed out to large lists with sales appeals.

AMONG the strongest endorsers of *Westvaco* Brand papers are Pressroom Foremen, who appreciate the uniform high quality of these papers for printing in black or colors. A staff of skilled chemists co-operate with expert paper-makers to maintain this uniformity.

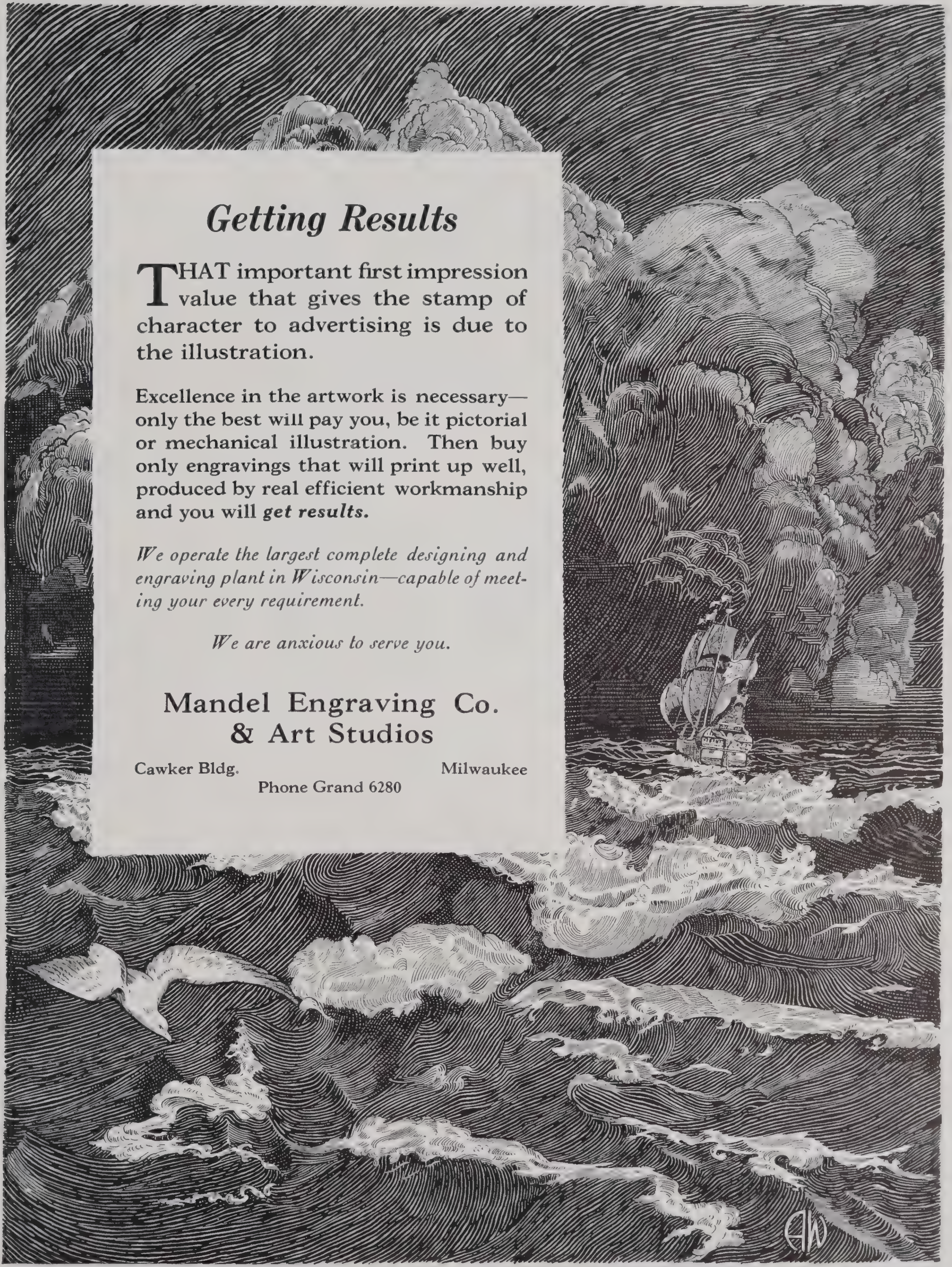
WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	Bradner Smith & Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	Beekman Paper and Card Co., Inc.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
Sacramento	Blake, Moffitt & Towne
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D. C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting your every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

New
Ludlow No. 11-B
Series

FINE arts
48 Point

HER desire
42 Point

LINES nicely
36 Point

MAKE EASIER
Save time setting
30 Point

HIGHEST GRADE
Customer is pleased
24 Point

MADE FINE IMPRINT
Satisfactory result gained
18 Point

SOUNDS WELCOME NEWS
Noted historian revealed truth
14 Point

ADVERTISER RECEIVES RESULT
Publications having large circulation
12 Point

THE USE OF PRINTERS INK APPLIED
In the right direction compensates the user
10 Point

This series is based on the beautiful Goudy Bold of the American Type Founders Company

The matrices for the companion bold face italic series, Ludlow No. 11-BI, are now ready

Ludlow Typograph Company
2032 Clybourn Avenue
CHICAGO
San Francisco
Hearst Building
New York
World Building

LUDLOW QUALITY COMPOSITION

Newspapermen's Ad-Pad

ADVERTISERS AND AGENCIES

ACCOUNTS PLACED

Adler Mfg. Co., Louisville, Ky. (combination radio and phonograph)—Charles W. Hoyt Advertising Co., Inc., New York, N. Y.

American Radio Engineers, Chicago, Ill.—Kirtland-Engel Co., Chicago.

American Security Credit Co., St. Louis, Mo.—Simpson Advertising Co., St. Louis, Mo.

Auto Radio Co., Chicago, Ill.—Kirtland-Engel Co., Chicago, Ill.

Buckwheat Millers & Shippers Assn., Elmira, N. Y. (Buckwheat cakes)—Charles C. Green Adv. Agency, Inc., New York, N. Y.

Buffalo Co-Operative Stove Co., Buffalo, N. Y.— Walz-Weinstock, Inc., Buffalo.

Cardona Products Co., New York, N. Y. (cleaning fluid)—Henry Advertising Co., New York City.

Chemitex Products Co., Barberton, Ohio (window shade cloth)—Fuller & Smith, Cleveland, O.

Cherington Radio Laboratories, Waukegan, Ill. (Radi-O-Bank)—Nathan Advertising Co., Chicago, Ill.

Wm. R. Compton Co., St. Louis, Mo. (investment bonds)—D'Arcy Advertising Co., St. Louis, Mo.

Corby Baking Co., Washington, D. C.—Richard A. Foley Advertising Agency, Inc., Philadelphia.

Eagle Wabash Corporation, Chicago, Ill. (lamps)—J. R. Hamilton Advertising Agency, Chicago, Ill.

H. G. Fetterholf Co., Wayne Junction, Pa. (rugs)—Chambers, Brecht & Pollard, Lancaster, Pa.

Flint Radio Co., Chicago, Ill.—Kirtland-Engel Co., Chicago.

E. H. Freeman Electric Co., Trenton, N. J. (lightning arresters and Circle F. wiring devices)—Creske-Everett, Inc., New York, N. Y.

Garford Motor Co., Lima, Ohio—Caples Co., Chicago, Ill.

Goldsmith Clothing Co., St. Louis, Mo.—Rosenberg Co., Chicago, Ill.

Gray Motor Co., Detroit, Mich.—Brooke, Smith & French, Inc., Detroit.

Hirsch-Weis Maufacturing Co., Portland, Ore. (overalls, outing clothing, etc.)—Joseph R. Gerber Co., Portland.

Huth & Co., New York, N. Y. (bankers.)—Henry B. Flarsheim Co., Cincinnati, O.

Ireland & Mathews Mfg. Co., Detroit, Mich. (automotive specialties)—Charles Schweim Co., Detroit.

Jason Weiler & Sons, Boston, Mass. (Jewelers.) P. F. O'Keefe Advertising Agency, Inc., Boston.

E. Kahn Sons Co., Cincinnati, O. (American Beauty meat products)—Midland Advertising Agency, Cincinnati.

Kellogg Products, Inc., Buffalo, N. Y. (Kingnut margarine)—Advertising Industries, Inc., Buffalo, N. Y.

Keystone Roofing Co., York, Pa.—Charles W. Hoyt Advertising Agency, New York.

Largeman Gray Co., Philadelphia, Pa. (hosiery)—Street & Finney, Inc., New York, N. Y.

Thos. J. Lipton, Ltd., Toronto, Can.—Baker Advertising Agency, Ltd., Toronto.

Marquette University, Milwaukee, Wis.—(commenced daily newspaper campaign) Hannah-Crawford, Inc., Milwaukee, Wis.

Mead Rubber Sales Co., Stoughton, Mass. ("Gos-mer-ett" raincoats)—Spafford Co., Inc., Boston, Mass.

New England-Florida Association, and New England Society of Miami, Fla.,—Frank H. Jones, Boston, Mass.

Nichols & Stone Co., Gardner, Mass. (Windsor chairs)—Glaser & Marks, Inc., Boston, Mass.

1900 Washer Co., Binghampton, N. Y. (Washing Machines)—Nichols-Evans Co., Cleveland, O.

Palmer Institute of Authorship, Hollywood, Calif.—N. W. Ayer & Son.

Quincy Laboratories, Chicago, Ill. (toilet preparations)—Brandt Advertising Co., Chicago, Ill.

(TURN TO PAGE 48)

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

The Cleveland News composing room swears by the ROUSE Rotary Miterer. So will your boys if you order one

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

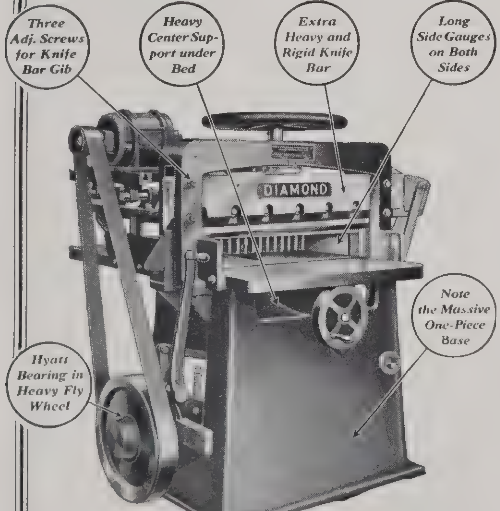
We sell this
"little wonder"
on an approval basis.

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

Diamond Power Paper Cutters

meet every production requirement expected of a modern Power Paper Cutter, and excel in Speed, Accuracy, Durability, Safety and Convenience in Operating. Quality can not be argued into a paper cutter—it must be *built in*—an actual part of the mechanical construction—design, material and conscientious workmanship.

In the Diamond Power Cutter we offer you the result of a third of a century of engineering study and research. Built of the best materials that money can buy—insuring long life and indestructible value, with the idea of durability, accessibility and simplicity. Strongly built to produce the maximum amount of accurate cutting with minimum effort.


Three Adj. Screws for Knife Bar Gib
Heavy Center Support under Bed
Extra Heavy and Rigid Knife Bar
Long Side Gauges on Both Sides
DIAMOND
Note the Massive One-Piece Base
Hyatt Bearing in Heavy Fly Wheel

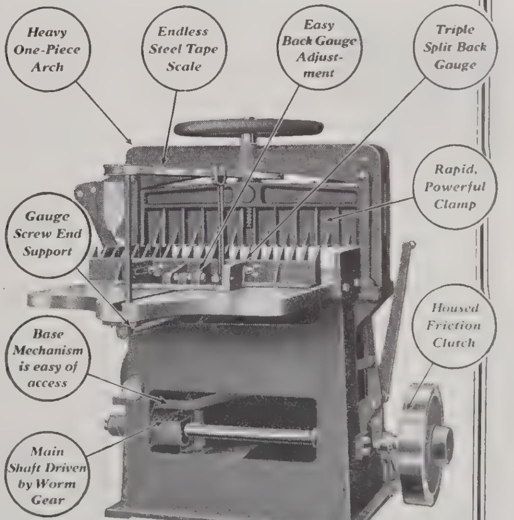
If You Want The Best Insist on a "Diamond"

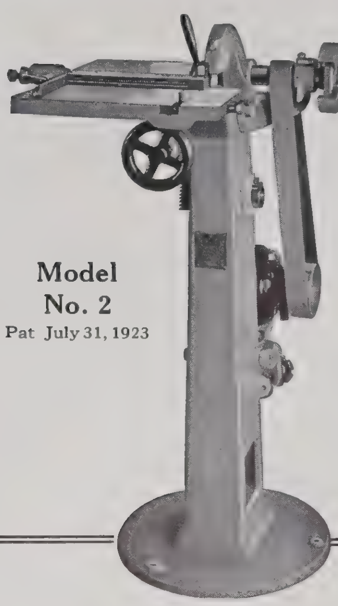
Made in Three Sizes 30, 32 and 34 Inch.

Write us or any Dealer for prices and Literature giving complete specifications and shipping data.

Manufactured by

The Challenge Machinery Co.
Grand Haven, Michigan
CHICAGO NEW YORK





Here Is What Happened at the Milwaukee Show—

John Keating,

Superintendent of *The Milwaukee Journal,*

—watching the operation of the

C&G TRIMMITER

"That's the finest thing I ever saw"

He was especially interested in the locking and mitering devices; no ejected pieces thru the column but thrown off at the side; the column cannot clog.

Price means nothing to the executive of a large newspaper. But where price ***does*** mean something C. & G. Trimmiter still leads them all, because it is lowest priced, regardless of usefulness.

You owe it to yourself, your own success, and to your employer to investigate this composing room saw which combines all of the good features of other saws, with the elimination of their defects, with many original mechanical ideas—the product of Mr. Edward Cheshire, the most successful inventor of printing machinery of the day.

Sold by all first-class type founders and dealers, or write direct to the maker.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

NEWSPAPERMAN'S AD-PAD

(CONTINUED FROM PAGE 46)

Geo. W. Reed & Co., Ltd., Montreal, Can. (Rock Mastic Asphalt Floors)—Canadian Advertising Agency, Ltd., Montreal.

Sonora Phonograph Co., Inc., New York, N. Y.—J. Walter Thompson Co., New York.

Sun Ray Products Co., Kansas City, Mo. (pancake flour)—Potts-Turnbull Co., Inc., Kansas City.

Thomas Dalby, Watertown, Mass. (knit underwear)—N. W. Ayer & Son, Boston, Mass.

Thompson Products, Inc., Cleveland, O. (automotive parts) Fuller & Smith, Cleveland, O.

United Manufacturing & Distributing Co., Chicago, Ill. (United air cleaner)—Campbell-Ewald Co., Chicago, Ill.

Western Shade Cloth Co., Chicago, Ill. (window shades and shade cloth)—Geo. Batten Co., Chicago, Ill.

George D. Wetherill Company, Inc., Philadelphia, Pa. (white lead and paint)—Richard A. Foley Advertising Agency, Inc., Philadelphia.

Witter Water Co., Chicago Ill. (medicinal mineral water—C. J. Ollendorf Co., Chicago, Ill.

NEW AGENCIES

J. L. Arnold, New York, N. Y.

Ferry-Hanley Advertising Co., Chicago, Ill.—Office opened at Atlanta, Ga.

Picard-Sohn, Inc., New York, N. Y.—Richard A. Picard and Monte W. Sohn.

Schaefer-Ross Co., Inc., Rochester, N. Y.—Office opened at St. Louis.

Woolley & Riblett, Inc., Denver, Colo.—C. F. Woolley and M. F. Riblett.

AGENCY CHANGES

Acorn Agency, Inc., Philadelphia.—Edward A. Clark appointed manager.

Blaine-Thompson Co., Cincinnati, O.—Office opened at Indianapolis; accounts of Clough Agency, Indianapolis taken over. John L. Clough, manager.

Cutajar & Provost, Inc., New York, N. Y.—Name changed from Capital Advertising Co. Charles J. Cutajar, president, Carleton C. Provost, secretary and treasurer.

Foote & Morgan, Inc., New York, N. Y.—Bertha Cook becomes space buyer.

E. T. Howard Co., Inc., New York, N. Y.—J. P. Daniel appointed treasurer.

Joseph Schmidt Advertising Agency, Cincinnati, O.—James W. Brown becomes vice-president.

Livermore & Knight Co., Providence, R. I.—Franklin L. Torney appointed manager of Boston office.

Miller, Black & Lewis, Inc., New York, N. Y. (Adv. Agency)—Spencer Vanderbilt becomes vice-president.

William H. Rankin Co., New York, N. Y.—Hector Fuller resigned to become director of publicity at National Cash Register Co.

Nichols-Evans Co., Cleveland, O.—C. D. Wheeler elected vice-president.

Irvin F. Paschall, Inc., Chicago, Ill.—Forrest U. Webster appointed vice-president.

Redfield, Fisher & Wallace, Inc., New York, N. Y.—Clarence I. Taylor becomes production manager.

PUBLISHERS' REPRESENTATIVES NAMED

Selma (Ala.) *Times-Journal*—Frost, Landis & Kohn.

San Francisco (Calif.) *Bulletin*—O'Mara & Ormsbee, Inc., New York, N. Y.

Winchester (Ky.) *Sun*—Frost,—Landis & Kohn, New York, N. Y.

Council Bluffs (Ia.) *Nonpariel*—Prudden, King & Prudden, New York, N. Y.

Ironton (O.) *Irontonian*—I. A. Klein, New York, N. Y.

Portsmouth (O.) *Times*—I. A. Klein, New York, N. Y.

Reading (Pa.) *Tribune*—Benjamin & Kentnor Co., New York, N. Y.

Spartanburg (S. C.) *Sun*—Frost, Landis & Kohn, New York, N. Y.

Composing Room Cylinder

Care *and* Accuracy

in the construction of machines

Cuts the Cost of Selling

because we have the lowest selling costs of any machine sold to printers, engravers and electrotypers there is

No. 21 Roller Series Press

THE GREATEST VALUE IN

Vandercook Rigid Bed Composing Room Presses

THE PROOF IS—Our sales are largely made from user to user, without the aid of the combined dealers in printing supplies.

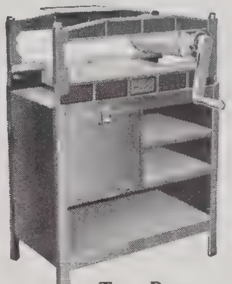
No. 20 Roller Series Press

Descriptions of the machines, which are made in several styles and sizes, and partial list of users, sent anywhere on request.

Vandercook & Sons
1716-22 West Austin Ave.
CHICAGO, ILL.

Originators of the Modern Proof Press

Represented by: American Steel Chase Co., New York; Independent Printers' Supply Co., San Francisco and Los Angeles; R. W. Hartnett Co., Philadelphia; C. I. Johnson Manufacturing Co., St. Paul; J. Ruesch Printing Machinery Co., Milwaukee; Baker Sales Co., London, England; Alex. Cowan & Sons, Ltd., Australia and New Zealand.



Truss Press

Give Your Classified a Chance to Grow!

If your classified advertising columns aren't developing as fast as you'd like to see them—it's because they can't!

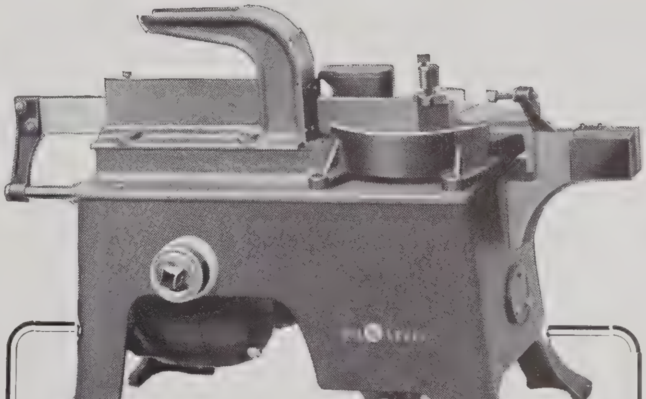
No medium can grow under the heavy handicaps of confused layout, incorrect classification and the lack of up-to-date plans and promotion.

Do you know that for a few dollars a week you can get a feature service consisting of weekly classified advertising counsel and plans, illustrated publicity features and complete methods of procedure for multiplying your volume to many times its present dimensions?

If you don't—it's high time you were acquainted with FIRST FEATURES, the new service for newspapers under 7,000 circulation, put out by the internationally known Basil L. Smith System.

FIRST FEATURES will add greatly to your income and your newspaper's prestige—send for the catalogue today!

The Basil L. Smith System, Inc.
Otis Building Philadelphia, Pa.



THE
Rockaway
AUTOMATIC SPACEBAND CLEANER

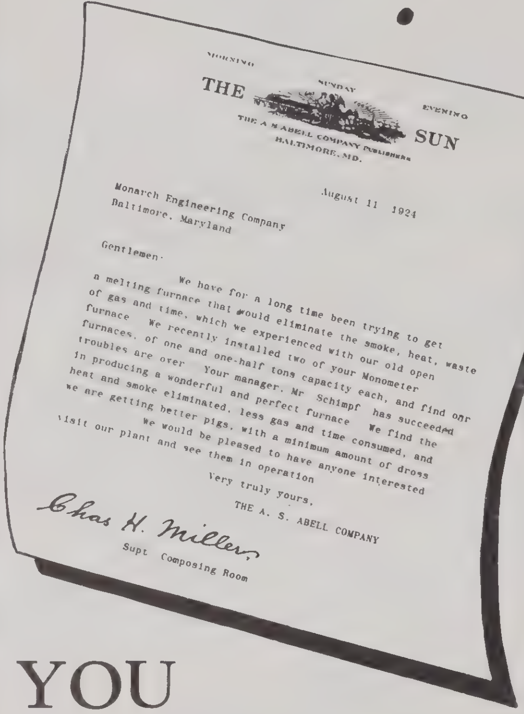
Cleans Space Bands the Modern Way

The old way of cleaning space bands by hand is now obsolete. The Rockaway does it in less than one-fourth the time, and does it with uniform thoroughness, applying graphite in just the right quantity. No guess work about it. Prevents metal from accumulating at casting point.

Descriptive Circular and Prices Sent on Request.

The Rockaway Co.
3508 Grand Avenue Milwaukee, Wisconsin

Read this letter!



MORNING SUNDAY EVENING
THE SUN
THE A. S. ABELL COMPANY PUBLISHERS
BALTIMORE, MD.

August 11 1924

Monarch Engineering Company
Baltimore, Maryland

Gentlemen:

We have for a long time been trying to get a melting furnace that would eliminate the smoke, heat, waste of gas and time, which we experienced with our old open furnace. We recently installed two of your Monometer furnaces, of one and one-half tons capacity each, and find our troubles are over. Your manager, Mr Schimpf, has succeeded in producing a wonderful and perfect furnace. We find the heat and smoke eliminated, less gas and time consumed, and we are getting better pigs, with a minimum amount of dross.

We would be pleased to have anyone interested visit our plant and see them in operation.

Very truly yours,
THE A. S. ABELL COMPANY
Chas H. Miller,
Supt Composing Room

YOU

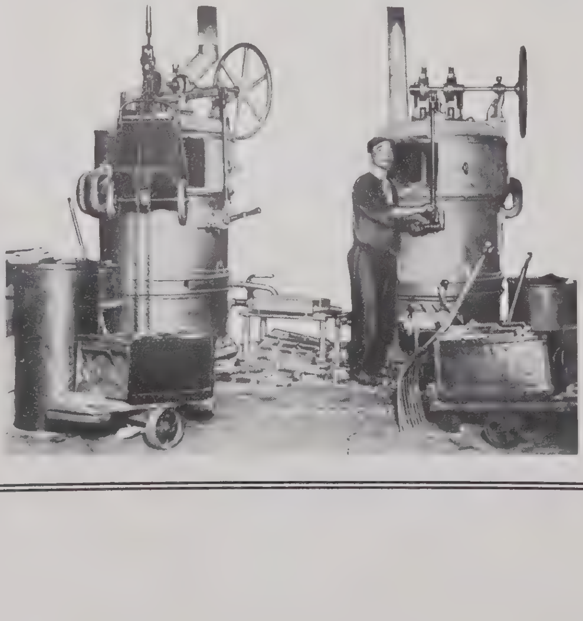
Can eliminate the smoke and heat, waste of gas and time and reduce the dross to a minimum by installing a

MONARCH MONOMETER FURNACE

Complete information furnished on request.

The Monarch Eng. Mfg. Co.

Offices: 1206 American Bldg.
Works: Curtis Bay
BALTIMORE, MARYLAND



"*NPJ*" Viziter : : September 1924

NEWS LETTERS, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers of "NPJ"* are welcomed.

HARVEY D. BEST

HARVEY D. BEST, for eighteen years with the Lanston Monotype Co., has been elected president, succeeding the late J. Maury Dove. J. Thilman Hendrick has been named chairman of the executive committee, and William Usher Parsons vice-president, succeeding the late Theodore C. Camp. Mr. Best is a "newspaper product" and became widely known in the publishing field while with the Houston (Tex.) *Chronicle*. He there developed the ideas which enabled him later to enthuse many printer-journalists with the benefits of the non-distribution system. Mr. Best is a native of Missouri, and enjoyed newspaper experience in Chicago, Nashville, Memphis, Philadelphia, St. Louis and other cities, and worked eight years in the government printing office at Washington.

◆ ◆ ◆

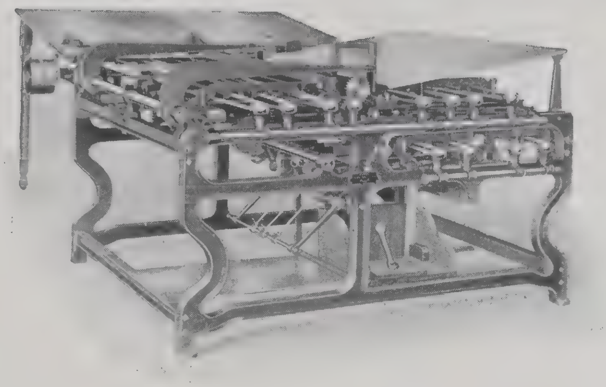
THE Service Department of "*NPJ*" temporarily moved for one week to the Milwaukee Auditorium during the Craftsmen's exposition and convention, Aug. 18 to 23, and in Booth No. 40 made every possible effort to be of service to the thousands who attended the big event. The success of this venture seemed evident from the start to the close. No one knows how many telegrams, letters, messages, errands, etc., etc., were cleared through "*NPJ*." We desire to extend the appreciation of the whole staff for the many cordial expressions extended to the workers in the booth, and it is unnecessary to add that the work was enjoyed just as much as the users of the service found it to be efficient and helpful.

Through a most unfortunate and, of course, unexpected situation in the family of the managing editor of "*NPJ*" on the second day of the exposition, he was compelled to forgo further contact with the craftsmen, exhibitors and guests, but desires to take this opportunity to thank the many who left kindly words of sympathy and expressions of support in an hour of severe trial.

Even under ordinary conditions, it would be impossible to do adequate justice to the exhibits, proceedings and other features of the Craftsmen's exposition and convention, in a number following so soon upon such a great occasion. However, further issues of "*NPJ*" will contain articles and editorials based on exposition and convention experiences.

(TURN TO PAGE 52)

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″.

Write for full details.

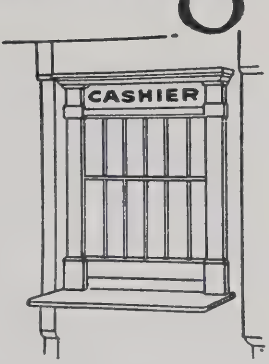
THE MENTGES FOLDER COMPANY
SIDNEY, OHIO
"BUILDERS OF PROFITABLE FOLDING MACHINERY"

LIMPING OR LEADING?

The difference between the ordinary contest and a circulation campaign conducted under our plan is frequently the difference between LEADING and LIMPING in circulation in your field—from the standpoint of your advertiser can *you* afford to be the *Limper*?

"Cashing In"

PROVEN RESULTS FOR TWENTY YEARS



YOU CANNOT GO AHEAD STANDING STILL

—"I believe that national advertisers as a rule prefer QUANTITY circulation to so-called QUALITY. Quality of mentality does not mean buying power. The more a newspaper generalizes its circulation appeal, the wider the avenue of return to the national advertiser."

John O. Powers
From Editor & Publisher, May 10, 1924

SELF FINANCING CIRCULATION CAMPAIGNS

10 Campaigns now in progress. All Campaigns handled in order booked. Get in touch with us today.

PACIFIC COAST CIRCULATION SERVICE
301 Bell Block Cincinnati, Ohio

Don't "Pig" Metal

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

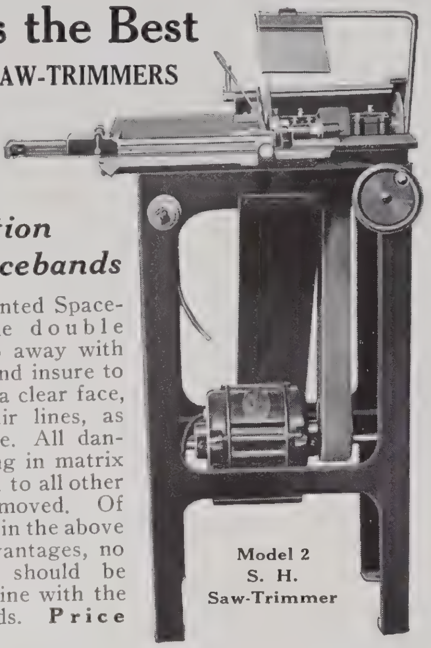
PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

Always the Best

The S. H. SAW-TRIMMERS

are the best at their price on the market.

Write for prices and terms.



Model 2
S. H.
Saw-Trimmer

A Revolution in Spacebands

Our new Patented Spaceband with the double wedge will do away with all cleaning, and insure to your matrices a clear face, free from hair lines, as long as in use. All danger of crushing in matrix walls, common to all other bands, is removed. Of course, to obtain the above and other advantages, no other bands should be used on machine with the patented bands. **Price only $1.75.**

By the Set—Cash With Order—$1.50 Each
(Price of the Old Band)

NOTICE—All Patented Spacebands purchased from us prior to July 5, 1924, will be exchanged for latest improved make, free of charge.

The Schuyler-Hildman Saw-Trimmer and Linotype Supply Co.
160 North Wells Street CHICAGO, U. S. A.

Evidence!

A few of the many letters received from "NPJ" subscribers from all parts of the country.

"We regard the "NPJ" as the best trade paper which comes to our office. Each issue is full of real value giving ideas."

"I have many times secured ideas from your publication that pays for the subscription price many times over."

"Every issue is worth more than the price for one year."

"We are getting more than the value of a year's subscription out of each issue. It is one of the trade journals to which we subscribe, we watch for, and read carefully."

"NPJ" Readers Realize Full Return on Their Subscription Investment.

"It Pays Dividends"

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 50)

CO-OPERATION—The United States Envelope Co., Springfield, Mass., has just experienced a remarkable evidence of how modern distributors appreciate up-to-date advertising support. In addition to double-spreads in the advertising columns of *"NPJ"* and other publications, a letter was sent out on Aug. 7, offering distributors of *Columbian Envelopes* electrotypes to be used in illustrating local advertising copy, price lists, catalogs, and so on. This offer was sent in the form of a four-page letter, three pages of which showed illustrations available. *"NPJ"* learns that there was a fine response, and a thorough backing-up of the advertising campaign by local and sectional tie-ups, thus bringing large results to all concerned. Few better illustrations of real team-work have come to the attention of the VIZITER in recent months.

COMPOSING ROOM EXECUTIVES find many useful reminders in a recent publication of the *Hill-Curtis Co.*, Kalamzoo, Mich., on the subject of Trimosaws, which has just come over the VIZITER desk. The mailing piece consists of a four-page letterhead folded the odd way, and illustrated with various models. A list of present users is a feature of the circular.

FLOORING FOR PRINTING PLANTS—With hundreds of publishers either contemplating rebuilding and buildings, or already engaged in carrying out plans, there is a great deal of attention in the field of printing-journalism for the subject of the floorings to be used in the printing departments where wear and tear is constant and unsually extensive. Recent publications of the Carter Bloxonend Flooring Co., Chicago, state in a timely way—after citing of examples in which their products have proved successful—that "no flooring material is too good for the heavy service of the composing, press, mailing, electrotyping, stereotyping and other departments of the modern publishing plant; the two essential features are durability and smoothness."

BROADSIDES AND BOOKLETS—The use of the Linotype, for either or both, is displayed attractively in a recent large mailing folder of the Mergenthaler Linotype Co., and the subject is discussed from the standpoints of the newspaper, the job plant and the trade plant. Models 21 and 22 are featured. One feature of the display that is almost astonishing, is the wide range of faces and sizes, illustrated in the folder, available with the models.

(CONTINUED ON PAGE 54)

Odds and Ends

HARVARD ADVERTISING JURY—The nine who will serve to determine the best advertisement under last fall's award by Edward Bok:

Stanley Resor, president of the J. Walter Thompson Advertising Company of New York; Conde Nast, president of the Nast Publications of New York; P. L. Thomson, publicity manager of the Western Electric Company; Bruce Barton, president of Barton, Durstine and Osborn, New York advertising agency; Harry Dwight Smith of the Fuller & Smith Advertising Agency of Cleveland, O.; H. K. McCann, president of the H. K. McCann Advertising Company of New York; E. W. Parsons, advertising director of the Chicago Tribune; O. C. Harn, advertising manager of the National Lead Company; Dr. Melvin T. Copeland, professor of marketing in the Harvard Business School; Dr. Daniel Starch, associate professor of business psychology in the Harvard Business School.

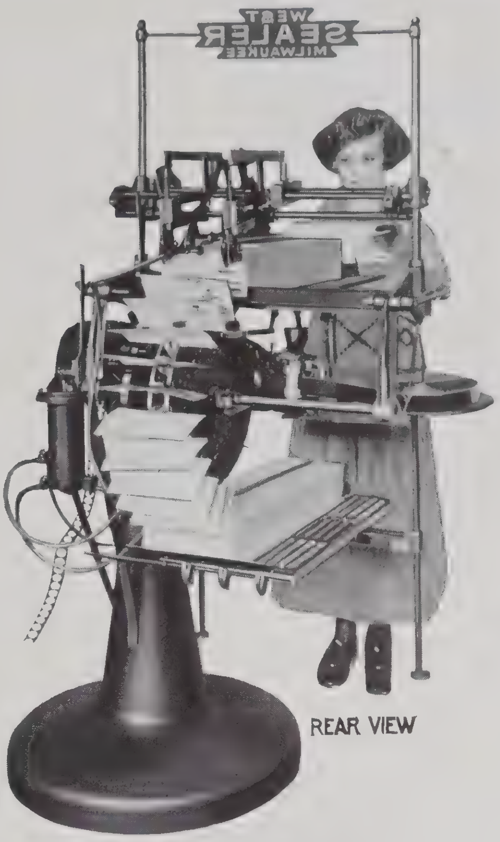
WOMEN STUDENTS OF JOURNALISM—*Nelson A. Crawford*, Professor of Journalism, *Kansas State Agricultural College*, in Christian Science *Monitor*: "In the school of journalism women tend to be close students and hard workers, being in these respects superior to the general run of men. On the other hand, they tend to be lacking in the strict objective-mindedness which is essential to competent, unbiased reporting, and it is often a difficult matter to develop this quality. The more competent women in schools of journalism, too, are handicapped by the constant presence of a group of girls who have undertaken the course in journalism because they consider the profession to be 'thrilling' or 'romantic.' "

SPEED UP

SEAL YOUR BROADSIDES ON A WEST AUTOMATIC SEALER

The West Sealer will attach 5500 stickers per hour and does thorough and uniform work. The machine has front feed and front off feed. Only one operator required. Portable, mounted on casters. Lamp socket connection with cord. Quick change for various sizes of work. For any firm who does a large volume of work this sealer represents a wonderful investment.

WEST MANUFACTURING CO.
137 SECOND STREET, MILWAUKEE, WIS.



Write for Samples of Work
and Free Trial Offer.

BLOW OUT the DUST With a Cadillac Portable Electric Blower

Equipped with Norma Precision Ball Bearings
Requires no oiling

In addition to its use for blowing the dust and dirt out of electric motors and thus preventing "shorts" and "burn outs," the CADILLAC has many uses for cleaning linotypes and other type setting machines.

It removes dust in the channels of magazines so mats will run smoothly.

It blows the chips of metal off the machine so as not to interfere with the cams.

It blows out spaceband backs so that space bands can run smoothly, thus preventing squirts.

It keeps metal chips from lodging back of the jaw and metal pot.

Descriptive folder giving price, names of users, etc., supplied upon request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

SPARTAN TYPE METALS

SPARTAN TYPE METALS ARE UNIFORM, ECONOMICAL and EXTREMELY DURABLE.

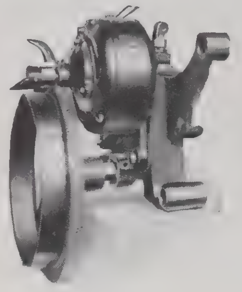
Tin, lead and antimony carefully alloyed under the supervision of an expert metallurgist assures this.

Forty years of experience in the processes of type metal manufacture have taught us many things all incorporated in Spartan.

FOR
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype
All Special Feed Bars

Since 1866

MERCHANT & EVANS CO.
PHILADELPHIA



Free Trial!

To demonstrate the value of the Cushman Improved Offset Motor, we are willing to send one for use on a 30-day trial order. Our confidence is based on the fact that Cushman Motors have made good.

Every Motor Guaranteed

Cushman Motors

Will Fit Perfectly Any
Linotype — Intertype — Linograph

All Cushman Motors are constructed in such a manner as to insure long life and absolute dependability. Improved and patented features make its parts easily accessible for cleaning and repairs, and make it the cheapest motor to operate in the world. A list of pleased users furnished on request. Investigate.

We invite comparisons and gladly submit motors for tests. Let us know your requirements.

Cushman Electric Co.
Concord, New Hampshire

TIME IS YOUR MOST VALUABLE ASSET—DON'T WASTE IT

SELF FEEDING BRUSH CO.
Savit
BOSTON MASS. PAT 1920
TRADE MARK

Cut the Overhead!

Equip with this combination Safety Can and Brush NOW!

Three-Quarters of the Benzine Saved.

Five or Six Operations Reduced to One.

BRUSH YOUR TYPE CLEAN WITH THE "SAVIT" BRUSH

Exact Size 5½x3 **Price, complete, $6.50** Capacity, ⅝ of a Pint
Brushes Replaced at Small Cost
Passes Inspection Everywhere as a Safety Can
Approved by the National Board of Fire Underwriters

SELF-FEEDING BRUSH CO.
143a Federal Street **Boston, Massachusetts**

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 52)

NEW INITIALS—Will Ramsom, noted lettering artist, Chicago, has added to his fame in a series of Clearcut Shaded Capitals shown in this month's advertisement of Barnhart Brothers & Spindler, on another page of *"NPJ."* It was an idea of the advertising manager of the B. B. & S. foundry to add these shaded ornate capitals by way of making the fine old Clearcut faces more marketable. The new characters are somewhat reminiscent of French copperplate lettering; however, Mr. Ransom had no particular model before him in working out the design, but created an original and very interesting series of letters. It should be noted that every one of the letters has been very cleverly drawn to fit close on the right and avoid unseemly gaps. None descend below the line, and while cast on the regular line for use with corresponding bodies cast on similar line, the bottom shoulder may be sawed off when it is desired to use as initials for pages or groups of small bodied type.

THINKING VS. SCRAPPING—In a recent address, H. R. Swartz, president of the *Intertype Corporation,* just returned from a European trip, said: "Questions arising between various departments (in the shops of printer-journalists) should be *thought out* and not fought out. Some still think that co-operation consists of finding fault. The most successful executives of today are not drivers, but *leaders.* The committee method of management has proved successful. Minutes of such meetings should be kept, and should show clearly the names of persons charged with any duties."

WARREN STANDARD—"Fewer Dollars for Postage, More Dollars for Printing," in a recent issue, gives a lot of good pointers to printer-journalists on the subject of "giving the advertiser the maximum in square inches of paper background with minimum of bulk and weight." The issue also contains illustrated advice on the handling of thintext in the press room.

HOWARD PAPER CO., Urbana, O., it is announced, has completed the installation of a Cameron paper machine winder, and has placed contracts for the erection of a new, larger warehouse. Ward Howard, vice-president of the company, is on a trip through the northwest and Pacific coast sections.

SCORING COVER PAPERS—A "Score Card" for display in the press room, by the District of Columbia Paper Mfg. Co., recently received, says: "All heavy weight cover papers that require folding should be scored, and scored preferably with the grain." The method known as "string scoring" is described, as follows:

> Lock two brass rules, measuring a little longer than the sheet to be scored, vertically in chase, using one-point chamfered on two-point body with three-point lead between. Pack press for regular printing, ink form with hand brayer, take an impression on tympan and one on a sheet for approval of position. Tie to each clamp a piece of ordinary white wrapping twine which is to lie exactly between printed rules when clamps are locked. Paste a piece of gummed paper over the twine to keep it in position, preferably a strip from the roll used for sealing packages. Take an impression and add sheets to tympan until covered string has about the appearance of an embossing make-ready. According as fibre is short or long, impression will need to be increased or lessened.

GIVE THIS THE ONCE-OVER—That is the front-cover design on a mailing folder recently received from the Liberty Folder Co., Sidney, O. We did, at once! The mailing piece's subject is, how to reduce folding costs. A feature is the marginal series of illustrations of various kinds of folds that are being produced by the Liberty.

THE LUDLOW OF TODAY—An unusually large broadside, explaining the fundamental improvements and ideas involved in the *Ludlow.* The new full-kerning, unbreakable italics producable with the Ludlow, is made the feature of the big spread. The broadside is fascinating and tremendously powerful.

(TURN TO PAGE 56)

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

THE POWER of the PRINTED WORD

Ernest Elmo Calkins, dean of American Advertising men, paints a vivid word picture of the unlimited power of the printed word in a powerful article under the heading above, appearing in the September number of

The Printing Art

Mr. Calkins tells, from experience, the purpose, the possibilities and responsibilities of the printer, and, lifting the veil, gives a vision of the future. The printer who is dissatisfied with his present conditions, uncertain of the future, looking for ways and means to improvement, will find this article just what he has sought.

In addition to the foregoing, The Argus Company, printers of Albany, give many concrete examples of magnificent results for themselves and their clients through following the principles of

Robert Ruxton

who writes advertising-selling truths for each issue of the magazine. Send forty cents (45c in Canada) in U. S. stamps or coins for this 100-page September number.

The Printing Art
Dept. C
Cambridge, Mass.
Near Harvard Square

Ready to Iron Out
one of your meanest problems!

WESTERN STATES service does more than sell—it helps. You have probably never had an envelope problem that hasn't come up to us a dozen or more times in varied forms—and every part of that extensive experience is yours for the asking. Put up your question or trouble. The chances are that our ten million stock holds the answer *ready made.* If not, we'll produce, or if we can't we will tell you where to get your result, if it is gettable.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

ONLY 11c A DAY

A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanent service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.
227 N. Michigan Ave. Chicago, Ill.

Don't "Try" Another Feeder When You Know

The Margach

Will Make Good

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding; 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 54)

UNIQUE WELCOME—Edward E. Bartlett, president of the Bartlett Orr Press, and director of Linotype typography for the Mergenthaler Linotype Company, was the guest of honor at a dinner at the Engineers' Club of New York City, welcoming his return from a journey to Europe for typographic research. Harry L. Gage, assistant director of Linotype typography, presided as toastmaster. The menu, done on the Linotype, was especially interesting. Opposite the dinner card was an itinerary of Mr. Bartlett's journey, and the front cover included a map in colors, lining the route of the tour.

FIGURES ON SUCTION-FED CYLINDERS—The latest mailing folder to come to the *Viziter* concerning the Dexter Suction Feeders, tells of a New York plant which installed four of these machines within six months—the L. Middleditch Co. Close register is an absolute requirement with practically all the work of this plant. The folder gives actual figures of increased earning power, based on a 29x41 in. press, with the Dexter.

NEW SPECIMEN BOOK—Sinclair & Valentine Co., New York, have issued No. 7, showing the many colors manufactured out of its dry colors, illustrating in solids and screens. Copies may be had on request.

HAMILTON CATALOG—*"NPJ"* has just received a copy of the *Hamilton Exhibit of Printing Plant Equipments.*, a fine descriptive catalog of the Hamilton Manufacturing Co., Two Rivers, Wis., specially issued in connection with the Milwaukee Graphic Arts Exposition and containing the following leaflet: "The Milwaukee Graphic Arts Exposition, organized by the International Association of Printing House Craftsmen, was the most interesting and—from an educational point of view—the best ever held in this country. Had the heavy machinery been added it would have been the best attempted at any time or any place. The Craftsmen who collected and organized the exhibits achieved success, despite seemingly unsurmountable obstacles." The catalog is amply illustrated, including a model floor plan and numerous small charts of efficient arrangement.

CHICAGO EXHIBIT GROWS—The *Vertifile,* Harlo R. Grant & Co., has arranged a display in the Printing Trades Offices on the second floor of the Transportation Building, Chicago. They are also distributing the little booklet "How to Drive a Car From the Rear Seat," which became famous at the Milwaukee Graphic Arts Exhibition. Although Mr. Grant's main office and factory are located in Chicago at 2322 West Madison Street, he felt that it would be of advantage for him to have the *Vertifile* on display in the center of the Chicago Printing district.

◆

MANUFACTURERS, SERVICES, DISTRIBUTORS

Burroughs Adding Machine Co., Detroit, Mich.—David R. Erwin placed in charge of extension division succeeding S. P. Cook.

Great Atlantic Paper Co., 149 Wooster St., New York, N. Y.—Jack Galewitz, general manager, resigned.

McFadden Publications, Inc., New York, N. Y.—Forming newspaper syndicate to distribute features to be developed by New York daily newspaper which Bernaar Macfadden will establish this fall. General Manager, Arthur Leslie.

Miller Saw Trimmer Co., Jersey City, N. J.—Walter S. McNear appointed representative in Maryland, District of Columbia and Virginia with permanent headquarters at Baltimore, succeeding L. W. Conger.

Miller Saw Trimmer Co., New York, N. Y.—D. G. Clark appointed to sales staff.

Sinclair & Valentine Co., New York, N. Y. (printers and lithographers)—Charles F. Clarkson appointed sales manager.

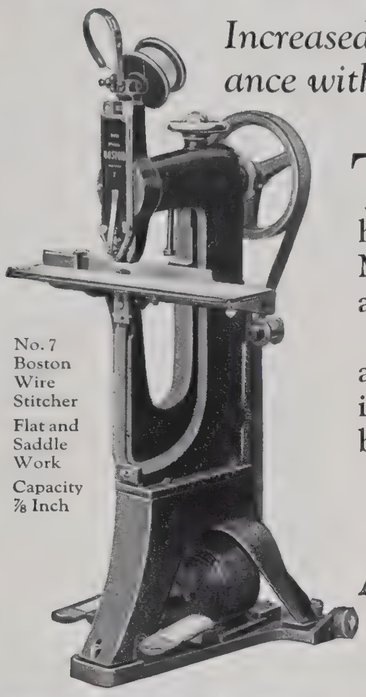
F. Wesel Mfg. Co.,—A. G. Meyer becomes representative in Michigan, Indiana, northern Ohio and western Pennsylvania.

◆

VATICAN HONORS EDITOR—The Pope has conferred the order of St. Gregory the Great upon Robert Egan, publisher Oil City (Pa.) *Derrick,* and of a Tulsa (Okla.) oil journal, in recognition of services during the world war with the Knights of Columbus in France, Belgium, Italy and Germany.

BOSTON WIRE STITCHERS

Increased production and larger profits make their appearance with installation of Boston Wire Stitching Machines



No. 7 Boston Wire Stitcher
Flat and Saddle Work
Capacity ⅞ Inch

THIS has been demonstrated repeatedly in all classes of wire-stitched work whether single head or multiple head. Boston Stitchers are rapid, dependable, durable. Maintenance expense is slight. The simplicity of Bostons appeals alike to the owner and the operator.

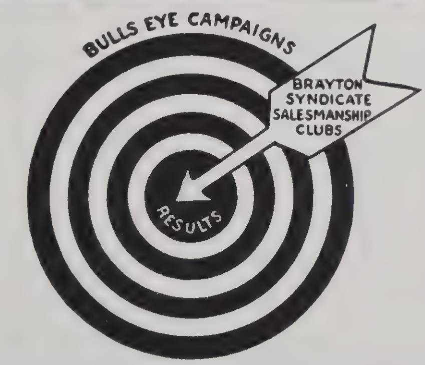
Operators prefer Bostons for their working qualities and conveniences, an important factor, which accounts in part for the sale of thousands of these machines in binderies and printing offices all over the world.

Write to our nearest Selling House for descriptive catalogue and quotations

American Type Founders Company
GENERAL SELLING AGENT

Also sold by BARNHART BROTHERS & SPINDLER

SET IN MEMBERS OF THE GOUDY FAMILY SPARTAN BORDER JAQUISH ORNAMENTAL DASH



$6,000 to $17,000 Cash

resulted from Brayton Syndicate self-financing circulation campaigns conducted for weekly newspapers in the East and South.

"The cleanest and most successful campaign that has come under our observation for 12 years.
SENECA FALLS (N.Y.) REVEILLE.
(E. D. Clark, Pub.)"

"We cannot conceive of better service than that given us by the Brayton Syndicate.
SOUTHWEST TIMES, Pulaski, Va.
(Eugene Ham, Pub.)"

"Circulation increased from 1200 to 5,300 . . . Gross receipts $16,718.00 . . . business clean cut.
PIKEVILLE (Ky.) NEWS.
(W. L. Morris, Pres.)"

We have conducted over 300 campaigns for publishers in the East and South. References from publishers near you. Write for full details and open dates. Now booking for Sept. and Oct.—the best time of the entire year.

THE BRAYTON SYNDICATE

225 Oxford Bldg.
Washington, D. C.

17 N. La Salle St.
Chicago, Ill.

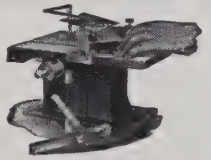
Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.



THE MARVEL-O

ALL METAL PRINTERS BENCH SAW
Price Complete $34.50
Saws, Miters—Guaranteed
A ¼ h. p. motor will operate saw to capacity

THE EAS-O MAT MAKER

Makes Mats Of Standing Type Forms
Price Complete $37.50

This will help you cut down composition costs and put your type back into your cases for other use.

Will Pay for Itself in a Few Weeks.
Sold on Monthly Payment Plan if desired.
We Manufacture the Simpl-O Caster—
Price $72.50 Complete
Write for Literature.

SIMPL-O CASTER CO.
614 Park, Bld., Cleveland, O.

TIME SAVED IS MONEY SAVED!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

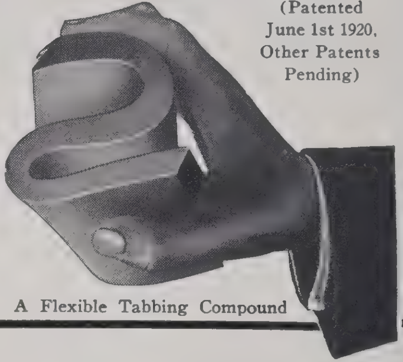
NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural   Put up in Gallons or Quarts   Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO.   Salina, Kansas, U. S. A.

(Patented June 1st 1920, Other Patents Pending)



A Flexible Tabbing Compound

GREETING CARDS

Engraved from Steel Dies so type can be used for adding name.

* * *

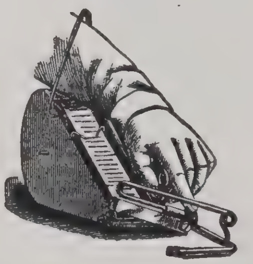
CALENDAR CARDS

to fit 6¾ Envelope in four colors of stock, furnished with Calendar Steel Die Embossed or printed in the regular way. Send for samples.

* * *

AMERICAN EMBOSSING COMPANY

192-96 Seneca Street   BUFFALO, N. Y.



THE ROBERT DICK

MAILER

- Reduces mailing expense
- Efficient
- Light
- Inexpensive
- Addresses (expert) 8,556 an hour
- Beats them all
- Leads, others follow
- Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST   BUFFALO, N. Y.

16⅔ Cents Per Issue

Only $2 a Year

(In U. S. and Canada)

National Printer-Journalist

129-135 Michigan St. Milwaukee

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years' experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery

485 BROADWAY, MILWAUKEE, WISCONSIN

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelieveable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

"NONWORKUPABLE" COLUMN RULES—Fifteen 24-inch rules, $3; 100 ft., 2 pt. hairline, $4. Our metal rules have never been equaled. Est. 1920. We grow because our product satisfies. W. E. Taylor Co., 213 W. 40th St., New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatlin Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

BUSINESS OPPORTUNITIES

Prosperous Oregon Weekly and job office. Splendid opportunity for young man or man and wife. Good town; and good climate. Exclusive territory. $2500; $2000 cash, bal. terms. If you haven't the cash don't write. A snap at this price. Address Box B-10, in care of NATIONAL PRINTER-JOURNALIST.

WANTED TO FIND: Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in Middle West. Can furnish references. Address Box B-11, National Printer-Journalist.

WANTED—HELP

Salesmen wanted who are selling to combination newspaper and job shops to carry a side line on twenty percent commission. Excellent chance. American Flong Co. 202 West 20th St., New York City.

Saves Eye-sight Strain

Cuts Errors 50%

Particulars on Application

Matrix Contrast Corporation
33 West 42nd Street New York City

WOOD TYPE

Five Gothics and two Cheltenhams in 6, 8, 10, 12, 15, 18, 20 and 24-line all ready for *immediate* shipment.

Empire Type Foundry
Buffalo, N. Y. Delevan, N. Y.

Cline-Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

MR. JAMES WARRINER

Mechanical Superintendent

THE SYDNEY SUN

Sydney : : : : Australia

writes

"The more I handle the Goss Press, the more satisfied I feel, and quite agree it would not be possible for us to produce such a fine product if it were not for the brains and knowledge put into a press such as you are building today."

Mr. Warriner visited this country and — after thoroughly investigating the products of the different press builders as to construction, speed and printing quality—awarded the contract to Goss. It called for six Goss High Speed Low Construction Press Units and three pairs of folders. These presses are of the same type as those recently purchased by The Chicago Tribune, Detroit Free Press, Milwaukee Journal, Louisville Courier-Journal and other prominent newspapers. Incidentally, they were erected in the Sydney Sun plant entirely under Mr. Warriner's direction. We did not even send a single Goss mechanic along to assist on the job. Which conclusively proves that Goss Presses are built right at the factory. And illustrates why Goss replacement parts always fit.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Co. of England, Ltd., London

GOSS

STRAIGHT GOSS HIGH SPEED LINE

1886 1924

THE MACHINE THAT LASTS

Many of the early Linotypes are now well into their fourth decade of service and still in profitable operation.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE CO.

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

320.24.9-A

[COMPOSED ENTIRELY ON THE LINOTYPE IN CASLON OLD FACE]

Handle the Hardest Job First Each Day. Thus Easy Ones Become Pleasures

NATIONAL PRINTER JOURNALIST

OCTOBER, 1924
Vol. 42. No. 10.

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

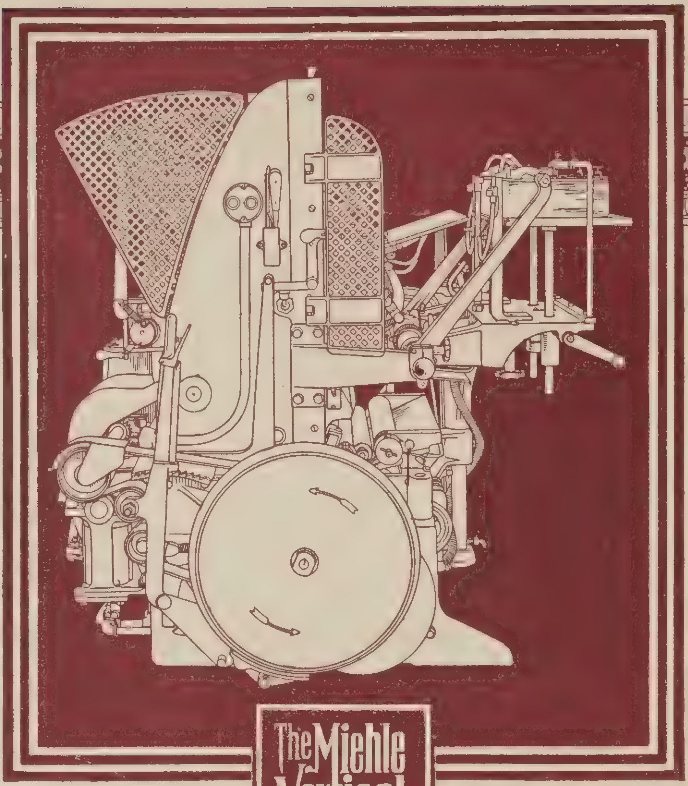
MYRON JUPP
(PHOTO BY COURTESY OF THE LINOTYPE CO.)

An Old Timer

MYRON JUPP, head of advertising make-up, New York *Herald-Tribune,* recently celebrated his 80th birthday by taking a whole day off. He began working on the old *Tribune* 63 years ago and operated the first Linotype installed by that paper, probably the first ever used by a newspaper. He learned to set type in the Albany (N. Y.) *Journal* office. Charles Dana was managing editor of the *Tribune,* and the great Greeley was still editor-in-chief when Jupp reached New York. Mr. Jupp was night assistant foreman for 28 years and named day foreman by Whitelaw Reid.

A Magazine for the Newspaperman and the Printer.

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.



The Miehle Vertical

A Penny Saved Is a Penny Earned

THE Miehle Vertical prints any sheet between postcard size and 12 1-2 x 19.

It takes no more room than any other job press, even those of less capacity and printing a smaller sheet.

One of them will do the work of at least two other job presses. And it will do *all* kinds of work with greater ease and better results.

With Verticals, you can cut your job pressroom in half, and both save and make money. The printer who is without them is limited both in opportunity and profit. It costs nothing to investigate.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

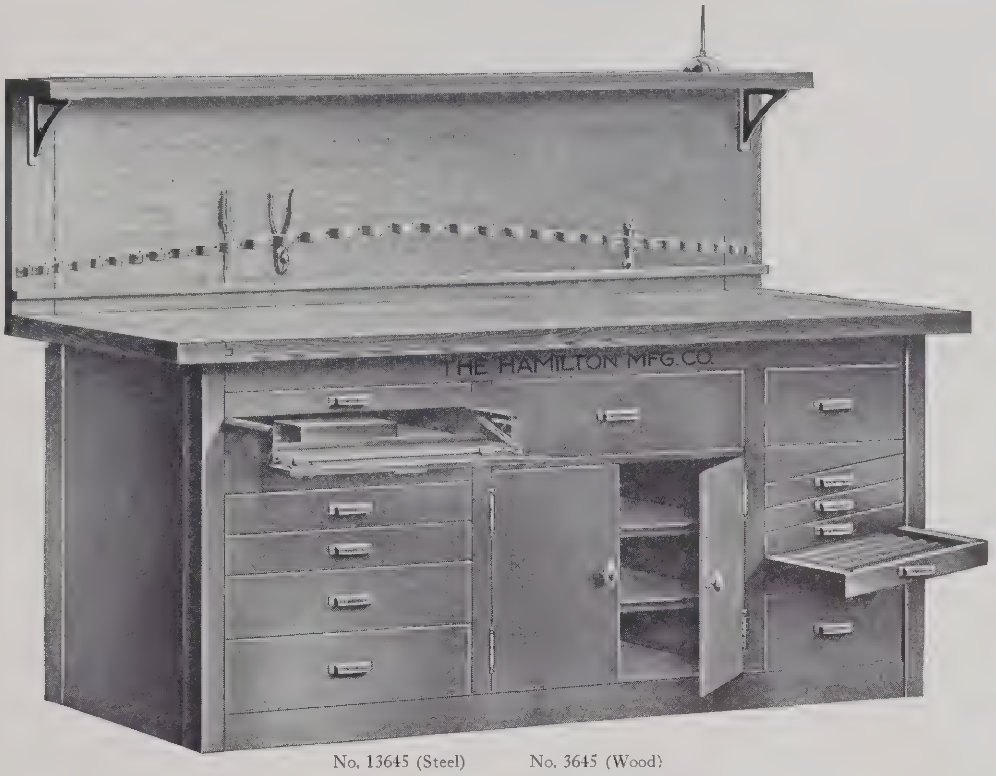
MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

Work Bench and Storage Cabinet



No. 13645 (Steel) No. 3645 (Wood)

DESIGNED for use in connection with Linotype or other Slug-Casting Machines. Provides convenient working facilities for the machinist with ample storage capacity for his tools and the multitude of small parts and repairs constantly required. Hardwood working surface ($79 \times 28 \times 1\frac{3}{4}$ inches thick) with wood tool board and tool shelf at rear.

Contents of Base: One drawer with grooved sides and center rail for liners; one drawer with hinged front and zinc-lined bottom and compartment in rear for graphite, in which to clean Space-Bands; three drawers, each containing 49 steel boxes for storing small parts, screws, washers, etc.; one drawer with adjustable partitions for storing miscellaneous parts, and one drawer with grooved partitions for holding 93 Ejector Blades.

The **Center Section** has a large drawer with two compartments (each $12 \times 21\frac{5}{8} \times 6$ inches) also a cupboard with two adjustable shelves (each 25 inches wide inside) and doors.

The **Right Section** has a deep drawer at top, with hooks for holding Space-Bands; four inclined drawers with grooves for holding Matrices; a large drawer at bottom, in which, in front, there is a drilled block for holding drills of various sizes, and, in the rear, a space ($17\frac{5}{8} \times 14 \times 6\frac{1}{8}$ inches inside) for miscellaneous storage purposes.

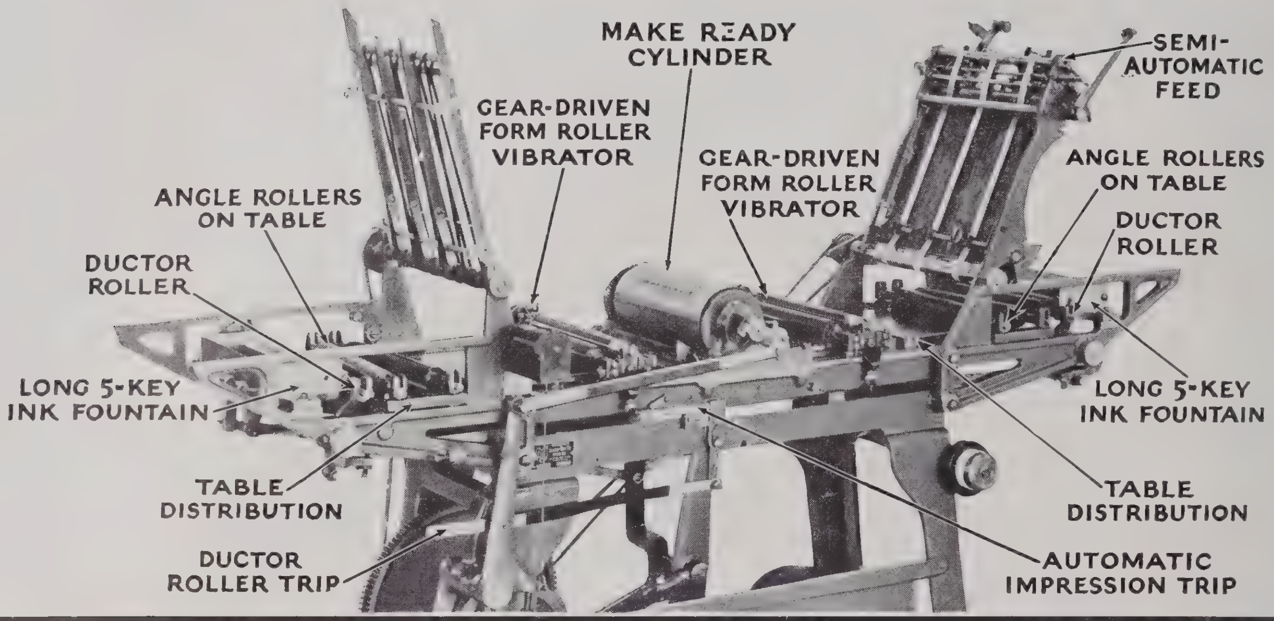
Height to working top, 34 inches; height overall, 55 inches. Floor space, 79 x 29 inches.

THE HAMILTON MANUFACTURING COMPANY
Eastern House: RAHWAY, N. J.
TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

M-24

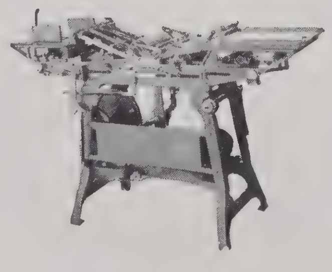
All operating adjustments instantly accessible



Everything Where You Want It On This Speediest of All Job Presses

Any pressman can step right up to this ***new kind of cylinder type job press*** and find everything he is used to just where he expects to find it. Look at the diagram. All these features in a compact, solid, smooth running press occupying less than 6 x 2 feet of floor space. Everything open—everything instantly accessible.

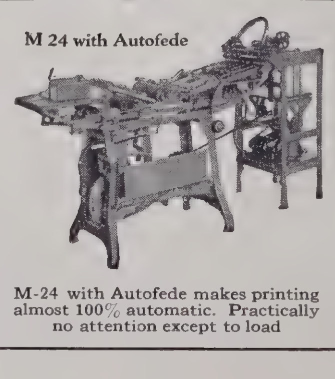
And he will find speed he never saw before—up to 4800 an hour— semi-automatic feed that absolutely insures perfect register—combination Feeler and Caliper one mechanism—a dozen points of improvement that mean speed on quality work—with corresponding multiplication of profits on 10 x 15 work.



Note sturdy compact construction

DOUBLED, TRIPPLED PROFITS! This is the principle M-24 ***realizes.*** Write for agent near you who has M-24 on exhibition. Then see it!

LISENBY MFG. COMPANY
Department D
222 N. Wabash Ave., Chicago, Illinois



M-24 with Autofede makes printing almost 100% automatic. Practically no attention except to load

DUPLEX TUBULAR

FOR JOB AND COMMUNITY PRINTING

The **DUPLEX TUBULAR PLATE ROTARY STEREOTYPE PRESS** has opened up a new field for the Job and Community Printer.

In some plants these machines are operated three shifts a day entirely on broadsides, dodgers, bills, posters, advertising organs and community class publications, also book work on news or No. 1 print.

Presses often arranged for three colors and black. Built in any capacity desired, also with multiple folders. Product delivered, high speed, at the rate of 25,000 to 30,000 per hour, with two or three folds.

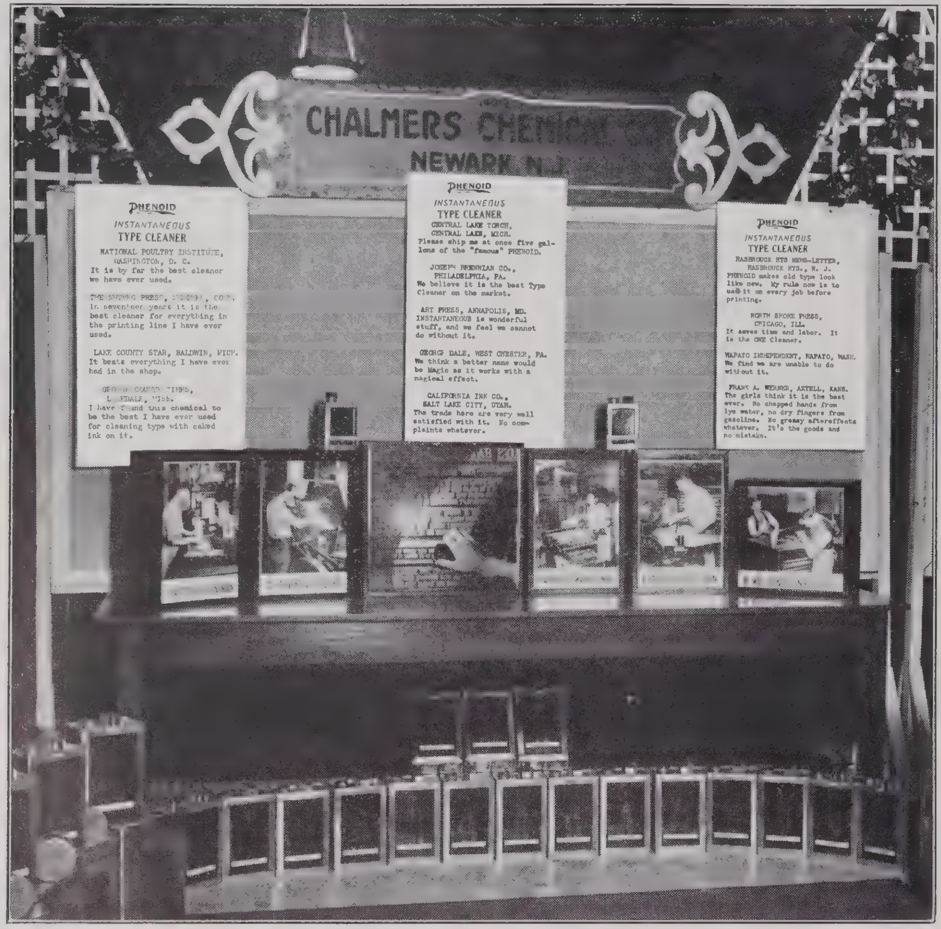
Duplex Printing Press Co.

Main Offices and Works:
BATTLE CREEK, MICHIGAN

World Bldg.
NEW YORK

Chicago Temple Bldg.
CHICAGO

Chronicle Bldg.
SAN FRANCISCO



Phenoid Instantaneous Type Cleaner Booth at the Show

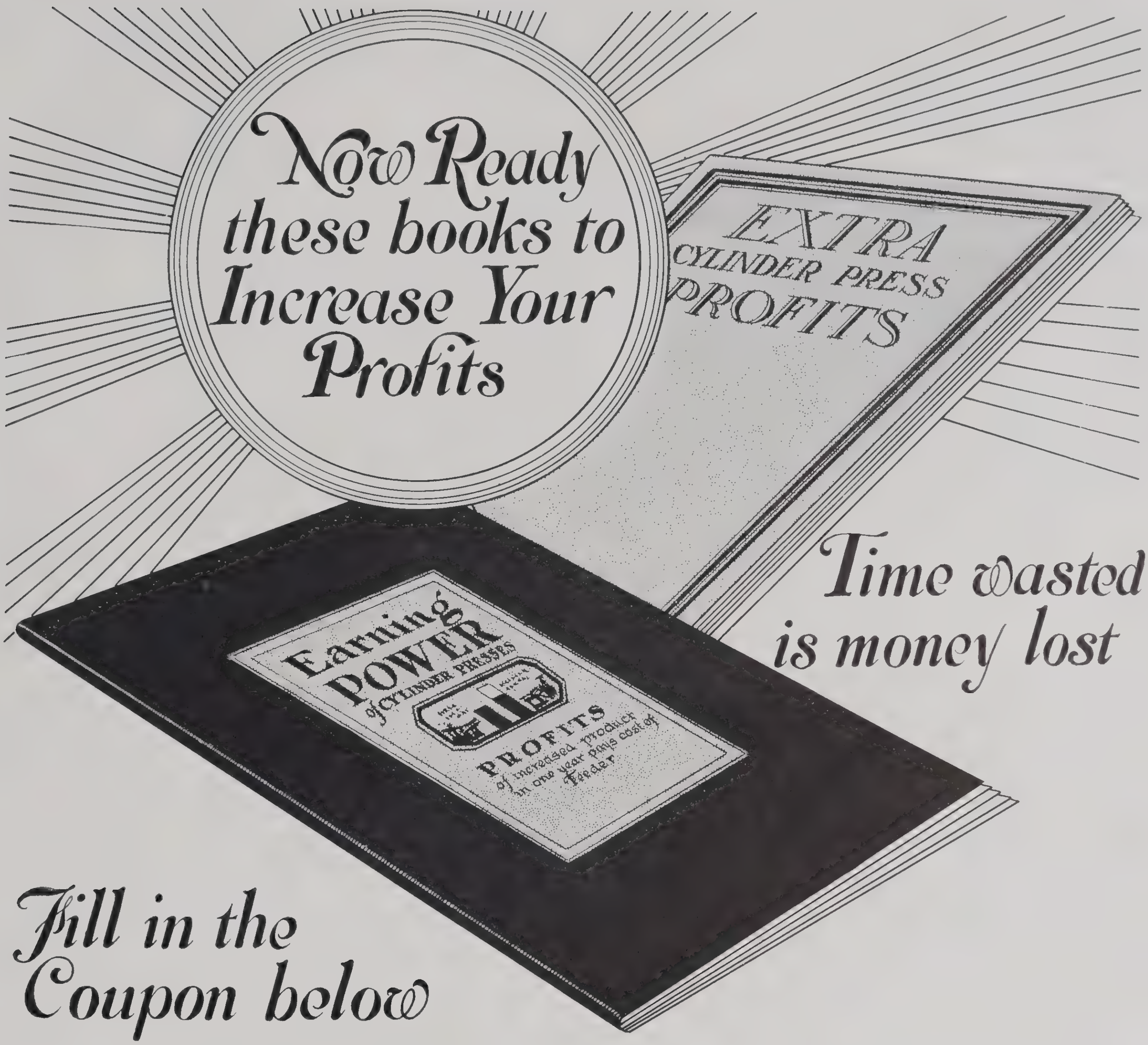
PHENOID
TRADE MARK
INSTANTANEOUS

Type Cleaner will not irritate the skin or injure the health of the workman, and is not harmful to wood, metal or fabric.

To the Craftsmen's Clubs

We congratulate you and the Committee of the Milwaukee Club for the manner in which the business and social affairs of the convention were conducted. We enjoyed your hospitality of the week very much and wish to extend our best wishes for good luck.

CHALMERS CHEMICAL COMPANY
Manufacturers of Phenoid Instantaneous Type Cleaner
Newark - New Jersey


Now Ready these books to Increase Your Profits
EXTRA CYLINDER PRESS PROFITS
Time wasted is money lost
Earning POWER of CYLINDER PRESSES
PROFITS of increased product in one year pays cost of Feeder
Fill in the Coupon below

Underhand feeding conditions are levying a tax of from 20% to 50% on the press rooms of the country. Is this unnecessary taxation consuming profits in *your* business?

Are you sure that you are enjoying the maximum efficiency and consequently the maximum profit to be obtained from your press room? If there is any doubt in your mind regarding this it will pay you to write today for the two booklets, "Extra Cylinder Press Profits," and "Earning Power of Cylinder Presses."

A copy of each of these booklets will be mailed free to every publisher and printer desiring them. Your copies are ready for you. Fill out and mail the attached coupon today.

DEXTER FOLDER CO.
28 West 23rd Street
NEW YORK CITY

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS
E. G. Myers, Dallas, Texas H. W. Brintnall, San Francisco and Los Angeles

Do you fully realize the enormous advantage in automatic feeding? We can, by means of a Dexter Automatic Feeder, increase your profit 1 cent on every fifteen sheets you print. This may not sound like much money but how many sheets have you printed in the past *two years*—FIVE YEARS?

Just figure this out and you will realize for the first time perhaps the enormous profit you have been passing by. Let us tell you more about Dexter Equipment. Write today.

COUPON

Dexter Folder Company,
28 West 23rd Street,
New York City.

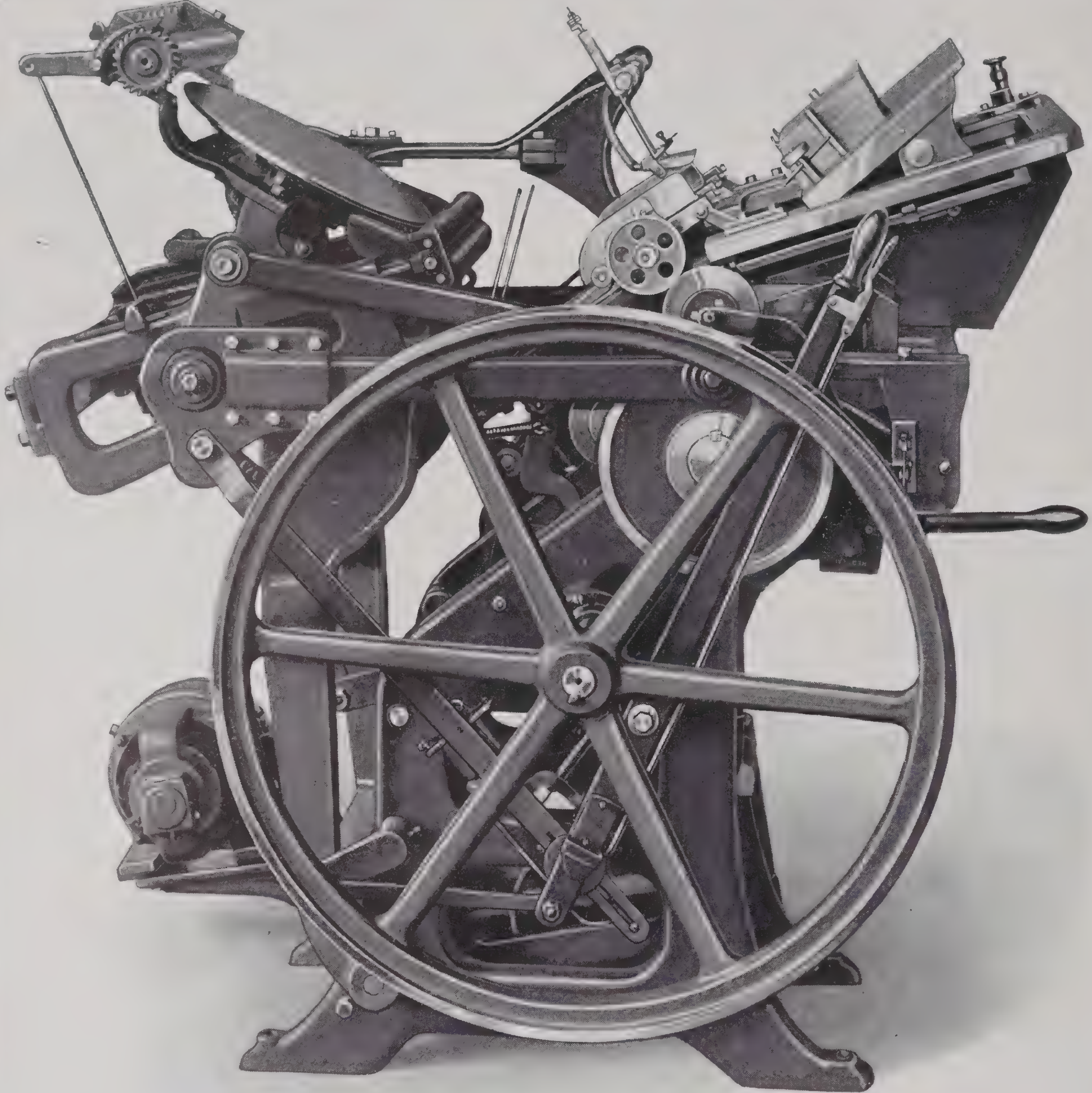
Gentlemen: Please send me by return mail your booklets, "Cylinder Press Profits" and "Earning Power of Cylinder Presses." It is understood that this does not obligate me in any way.

Name..

Street No...

City..

State...



THE KLYMAX FEEDER attached to a CHANDLER & PRICE PRESS insures a rapid automatic unit that is capable of handling the various classes of job printing quicker and more accurately than can be done by hand.

KLYMAX FEEDERS are made for the 8x12, 10x15, 12x18 and the new 12x18 CHANDLER & PRICE CRAFTSMAN PRESS. Write our nearest Selling House for descriptive circulars and quotations.

AMERICAN TYPE FOUNDERS COMPANY

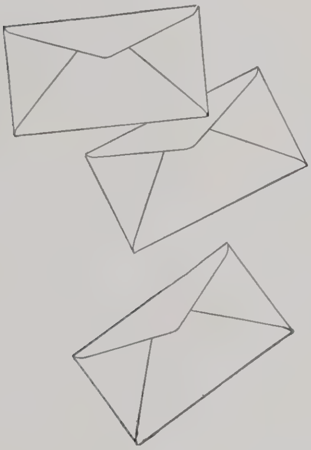
MANUFACTURER OF THE KLYMAX FEEDERS

GOOD ENVELOPES
your customers can re-order easily

The Columbian White Wove Envelope doesn't become an orphan when it is taken out of the box it came in.

USE

This watermark identifies it anywhere.



WHEN your customer gets good envelopes, at a price he is ready to pay, he wants the same kind again.

He wants to re-order by a name, to identify them by a mark, to be sure of their quality without a close examination.

The Columbian White Wove watermark, U S E; the distinctive boxing, dustproof and hard to soil; the striking label, in black, white and orange—and the guarantee in every box—combine to make Columbian White Woves acceptable to every user of commercial envelopes.

There is no uncertainty, no speculation in buying or selling Columbian White Woves. They are made of better than ordinary stock; they are perfectly cut—distinctively and attractively put up, in substantial boxes.

Columbian White Woves are carried in sizes from No. 5 to 14 and Monarch, in 24 and 28 substance, by paper merchants everywhere. You can get delivery from your regular paper merchant.

A sample box of Columbians will be sent you if you will address the

UNITED STATES ENVELOPE COMPANY
23 Cypress Street, Springfield, Mass.

Location	*Division*	*Location*	*Division*
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.	Springfield, Mass.	P. P. Kellogg & Co.
		Worcester, Mass.	Whitcomb Envelope Co.
Rockville, Conn.	White, Corbin & Co.	Worcester, Mass.	W. H. Hill Envelope Co.
Hartford, Conn.	Plimpton Manufacturing Co.	Indianapolis, Ind.	Central States Env. Co.
Springfield, Mass.	Morgan Envelope Co.	San Francisco, Cal.	Pacific Coast Env. Co.
Waukegan, Ill.	National Envelope Co.	Philadelphia, Pa.	The Monarch Envelope Co.

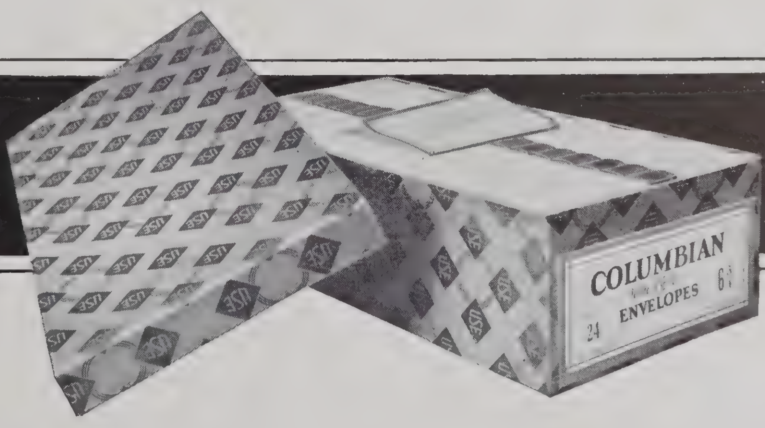
GUARANTEE

THESE COLUMBIAN Envelopes are guaranteed as to paper, folding, cut, and gumming.

If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them, is authorized to replace them at our expense.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes



Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business.

It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

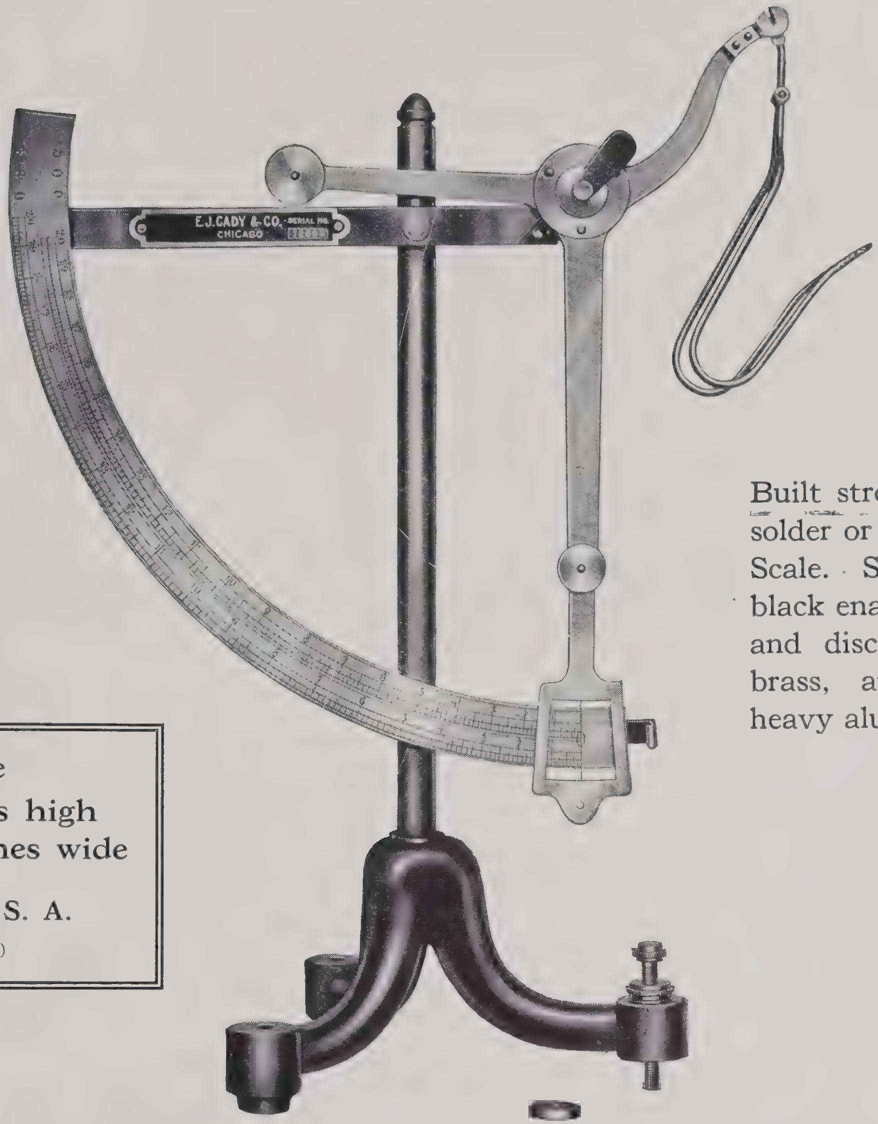
PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

CADY SCALES

Particularly Useful to Newspaper Plants in Testing the Correct Basic Weight of Each Roll of News-print


E.J.CADY & CO.
SERIAL NO.
CHICAGO

Built strong, there is no solder or paint about the Scale. Standards are of black enamel, pendulums and discs are of white brass, and baskets of heavy aluminum rod.

Actual Size
16 inches high
12½ inches wide

Made in U. S. A.
(PATENTED)

PAPER SCALES: Pendulum automatically registers weight from ½ lb. up to 120 lbs. per 480 or 500 sheet count in pounds, also in kilograms.

This enables you to know definitely what basis weight your Roll Paper is made on.

TISSUE SCALES: Pendulum automatically registers weight from ⅛ lb. up to 20 lbs. per 480 or 500 sheet count. In addition to which it has a Doubling Disc which enables you to get up to double the weight.

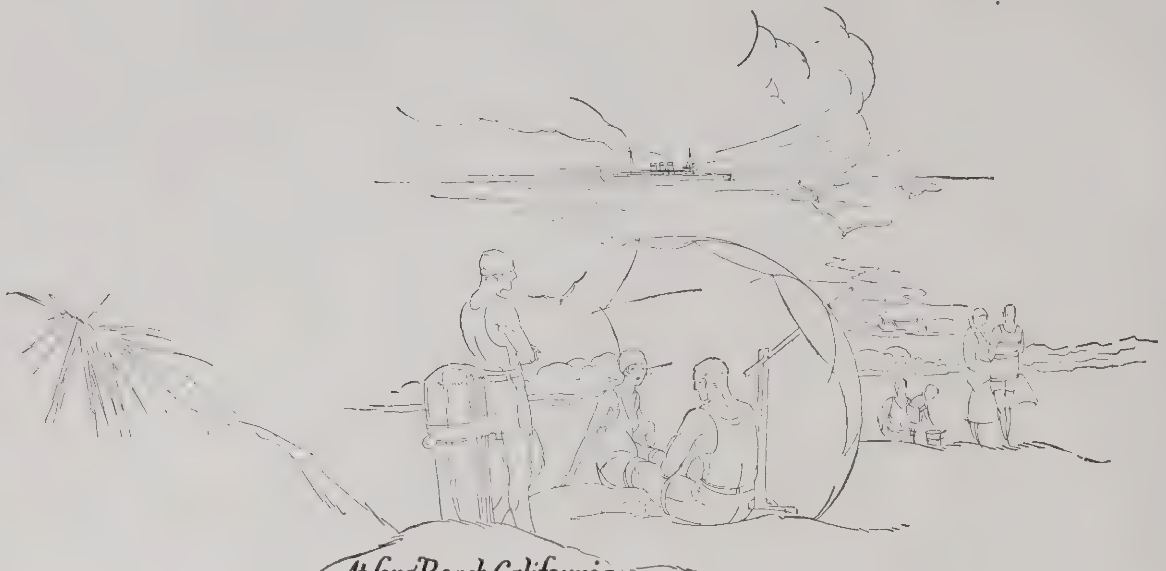
This will register accurately a piece of Tissue Paper 4 x 5 inches or smaller, a piece of 20 pound Folio 1 inch wide x 2 inches long.

This is an ideal thing for Printers and Publishers to have as it enables them to weigh the very small pieces of Paper their customers send in for them to estimate on.

ALL GOODS SENT ON TEN DAYS APPROVAL
WRITE FOR LIFE SIZE CIRCULARS NOW

E. J. CADY COMPANY

549 West Washington Blvd. Chicago, Illinois



At Long Beach California

The Long Beach Press-Tribune
The Pasadena Star-News

are to be printed by presses of the same type used by the Chicago Tribune and ordered for the Detroit Free Press and Milwaukee Journal as well as other leading newspapers.

A BATTERY of six Goss High Speed Low Construction Press Units and two pairs of folders for The Long Beach Press-Tribune! A duplicate installation for The Pasadena Star-News! The alert and progressive publisher of these two important California papers selected this latest and finest Goss equipment after a careful survey of all the printing press industry has to offer. Comparison will convince you, too, that Goss leads more than ever in the production of modern, high speed presses that are unmatched for daily dependability and yearly economy. Literature gladly mailed.

THE GOSS PRINTING PRESS COMPANY, CHICAGO
The Goss Printing Press Co. of England, Ltd., London

GOSS

STRAIGHT GOSS HIGH SPEED LINE

Wilke's METALS
THE HIGHEST STANDARD

A SERVICE THAT FALLS SHORT OF THE CUSTOMER'S EXPECTATION IS MUCH WORSE THAN NO SERVICE AT ALL

WILKE'S SERVICE — Covering All Mechanical Departments of a Modern Newspaper Plant—Thoroughly Efficient

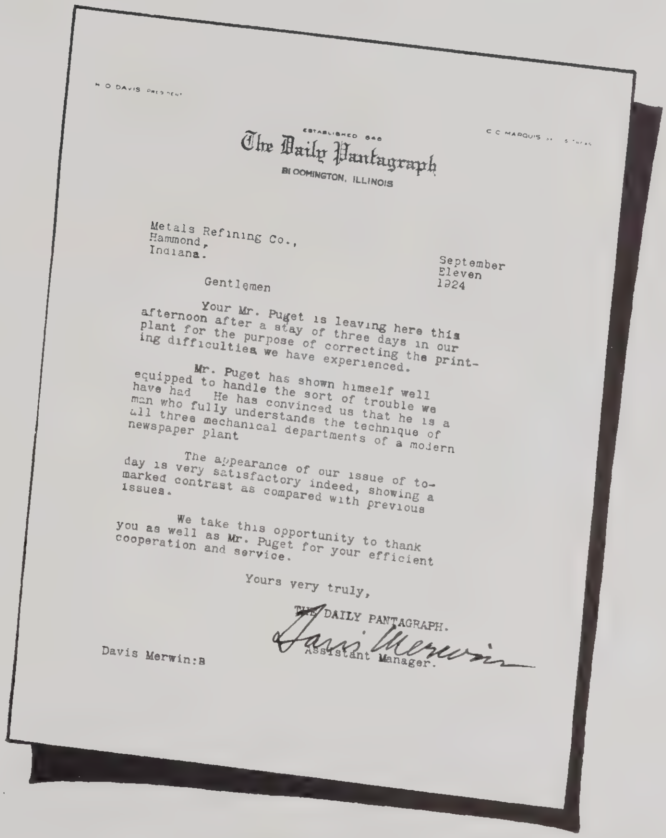
REBATES to advertisers are a constant drain on the publisher's bank account.

MISSING words, a missing line, an undecipherable price figure in an advertisement—and you are called upon for a rebate.

THE CAUSE: Only too often poor (cheap) metal.

THE REMEDY:
WILKE'S Type Metals
WILKE'S Co-Op Service
WILKE'S Rejuvenation Plan

A Competent Newspaper Engineer at Your Service



The Daily Pantagraph
BLOOMINGTON, ILLINOIS

Metals Refining Co.,
Hammond,
Indiana.

September
Eleven
1924

Gentlemen

Your Mr. Puget is leaving here this afternoon after a stay of three days in our plant for the purpose of correcting the printing difficulties we have experienced.

Mr. Puget has shown himself well equipped to handle the sort of trouble we have had He has convinced us that he is a man who fully understands the technique of all three mechanical departments of a modern newspaper plant

The appearance of our issue of today is very satisfactory indeed, showing a marked contrast as compared with previous issues.

We take this opportunity to thank you as well as Mr. Puget for your efficient cooperation and service.

Yours very truly,

THE DAILY PANTAGRAPH.
Davis Merwin
Assistant Manager.

Davis Merwin:B

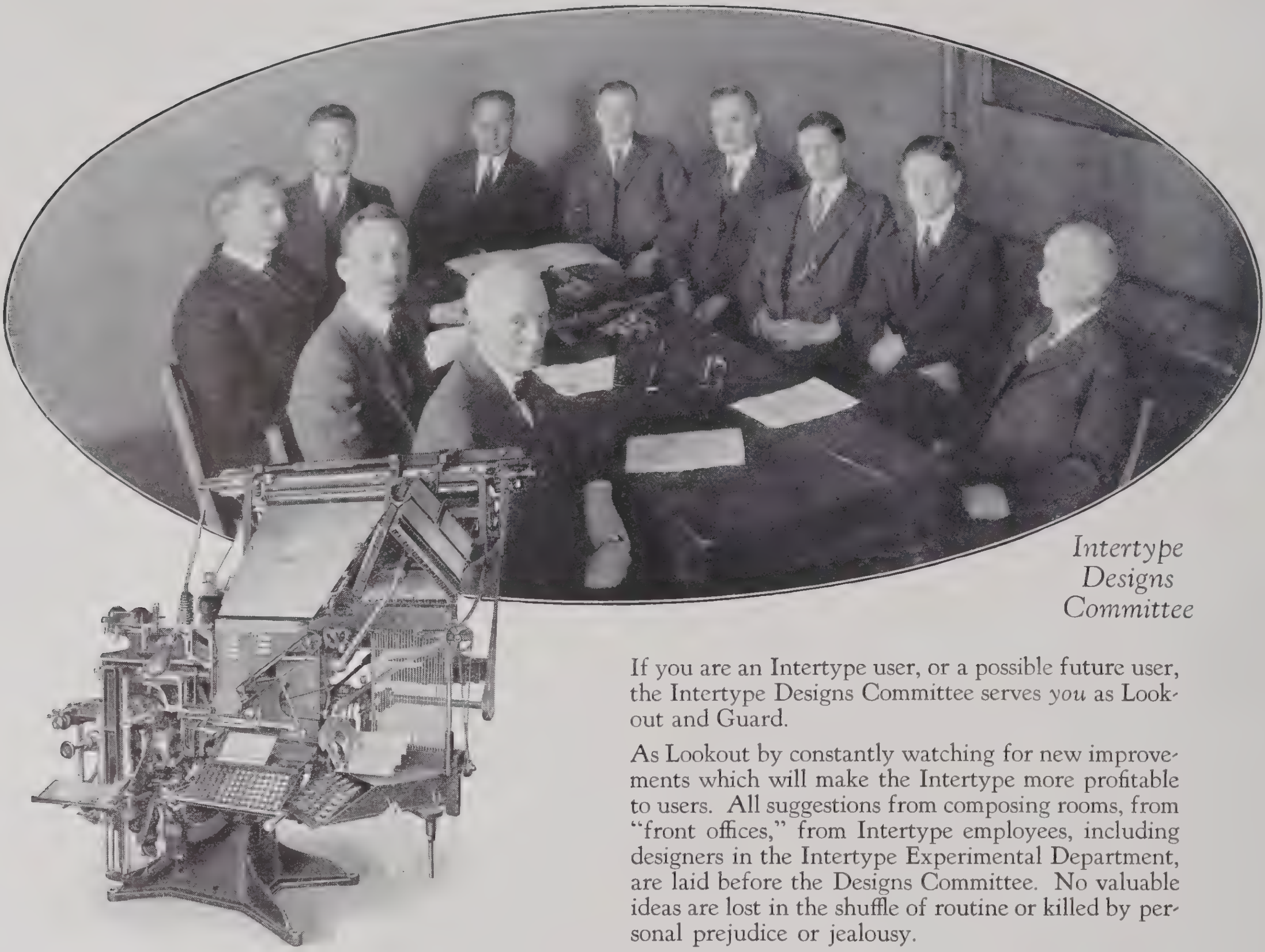
Write for Particulars

METALS REFINING COMPANY

HAMMOND, INDIANA

WAREHOUSES AT: *Boston, Chicago, Cincinnati, Cleveland, Detroit, Hammond, Kansas City, Louisville, Milwaukee Minneapolis, New York, Omaha, Pittsburgh and St. Louis*

This Committee Serves YOU



Intertype Designs Committee

If you are an Intertype user, or a possible future user, the Intertype Designs Committee serves *you* as Lookout and Guard.

As Lookout by constantly watching for new improvements which will make the Intertype more profitable to users. All suggestions from composing rooms, from "front offices," from Intertype employees, including designers in the Intertype Experimental Department, are laid before the Designs Committee. No valuable ideas are lost in the shuffle of routine or killed by personal prejudice or jealousy.

The Committee serves you as Guard by avoiding ill-advised changes which would not make the Intertype more profitable to users—and by standardizing all new features so that they can be applied to your outstanding Standardized Intertypes. Before new improvements are adopted as standard, practical tests are made under actual composing room conditions, often for a period of several months.

In the Intertype Designs Committee, composed of men with long experience in the design and construction of typesetting machines, in their operation and practical requirements, you have the reason why—

No Standardized Intertype has ever become Obsolete

Unit Built

When you buy an Intertype you get a Standardized Basic Unit—plus such Standardized Equipment Units as will be most profitable *to you*. Other equipment units can be added later when needed. The picture shows the Basic Unit with Standardized Equipment C-s.m. No. 2—three main magazines and three side magazines.

Send for Intertype Literature

INTERTYPE

THE BETTER MACHINE

NATIONAL PRINTER-JOURNALIST
Copyrighted

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE GEO. A. JUST
News Editor *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 Milwaukee, Wis., October 1924 No. 10

Cussin' Doesn't Find *Lost Cuts* and *Standing Stuff*

Practical, Tried-out Methods for Filing "Hold" and "Keep" Matter in Your Shop

"NPJ" All-American Digest

By CHESTER H. DuCLOE

From Actual Experiences of Printer-Journalists

EFFICIENT filing of standing matter, cuts, hold over and the like, saves time, space, money. Every publisher of a newspaper and every owner of a job printing plant is perfectly aware of this.

But, —— ——!

Here is symposium on this big subject, contributed by readers of *"NPJ"*. It outlines a number of different systems now in use, meeting various conditions. From these the reader who feels a need for a better system may choose and select to suit his own particular needs; to start a new system of his own, or revise his present plan.

FIRST, let us consider the preliminaries to developing an efficient and reliable filing system. The right kind of filing system eliminates guesswork; it does away with the flaws of human memory; it is perpetual, and can be operated effectively by persons who work in the shop long after the organizers of the system have left—and it is simple.

Good System That Works Described by Printer-Manager

ONE of the most satisfactory methods of filing the proofs of cuts and standing forms is used by the McLane Printing Co., Clinton, Ia. The following is the plan as outlined by George L. Guernsey:

"Ours is a simple system, quick and efficient. We have loose-leaf books. One of these contains proofs of all halftones, illustrations, designs, etc. The other contains proofs of all standing forms. The sheets are punched standard to fit the binder, and at the top of each are printed lines and spaces for entering the name of the firm or person, address, date, cabinet letter and compartment number, and a line reading, 'Proof of standing matter or cut must be made below. In case cut is loaned make notation to whom and when. Letter and number on cut must correspond with this sheet number.' (See Page 15.)

FOREST GAINES
Richey (Mont.) Pilot

Mr. Gaines Tells of the Cut and Standing Matter Filing Plans Which He Employs

"Proof sheets for both books are placed in book, alphabetically.

"The cabinet letter and compartment number of the cut are punched in the end of the cut with a steel die. These correspond with those on the proof. In case the cut is loaned and then returned, the numbers punched on the end indicate immediately where it must be placed.

"When a job ticket is given out to a compositor requiring the use of a cut or standing form, cabinet letter and slide number is marked on the ticket.

"Nothing complicated about this system, and it is positive."

Use of Card Index Proves Big Help in Two Shops

TWO shops keep simple records of standing matter by means of a card index. The Dallas (Tex.) *Express* uses cabinets built for filing single column, double column and three column cuts. The name and number of the cut are listed on the card (reproduced on page 15,) which is filed alphabetically.

The Olean (N. Y.) *Evening Herald* checks up on standing matter by means of the card shown on page 14, which is self-explanatory. The upper part or larger part hangs on a hook in the composing room and all the cards are examined and followed every day. The lower half and small part of the card is kept in the business office where the advertising is checked back to the composing room by means of the cards.

THE Hermosa (Cal.) *Beach Review,* of which F. H. Johnston is the proprietor, does a large job business, catering to the better class of printing.

Standing jobs are filed in individual job galleys, which fit in numbered galley racks. The galley rack number is recorded on the job ticket. The number of the job ticket, in turn, appears on the ledger page, and, when a repeat order comes in, the bookkeeper refers to the job number and by reference again to the job ticket, the office has two complete records of the job with all of the details.

For Average Weekly Plant; Do Not File Too Much!

I SHALL discuss the question of handling standing matter from the standpoint of the average weekly newspaper," says Forest Gaines, publisher of the Richey (Mont.) *Pilot*.

"In our own shop, we hold only those forms which are absolutely certain will be used again in the immediate future. The average shop cannot afford to do otherwise, from a direct monetary standpoint. Compilation has shown that in our shop, we now have over 100 fonts of job and ad type in active use. To attempt to have any considerable number of standing forms would necessitate a great deal of "pulling" letters and so materially waste the compositor's time.

"The way we handle these standing jobs in the shop of the Richey *Pilot*, is to have a suitable cabinet composed of a number of sliding drawers, into which the carefully tied jobs are placed. As stated before, it is our purpose to keep the number of these forms down to the minimum, but the best we can do discloses the fact that it is usually necessary to have from forty to fifty of these small forms at all times. As soon as it becomes evident that there will no longer be use for a particular job, that day the job is distributed.

"Advertisers' cuts and those used in jobs from time to time are also handled in drawers of a cabinet. However, in this connection it may be said that we do not keep regular advertising cuts for a longer period than during the current year. It is very seldom that general advertisers ever call for the return of electrotypes. At the present market price of the metal, in fact, the returned cuts would hardly be worth transportation. Not one time during the past year did we receive a request for the return of cuts, and our records show that only one return shipment was made during 1923.

"At the end of each year, we usually have such an accumulation of these cuts that we remove the metal, ship it in, and get credit for other material that we may need.

"During newspaper work extending over eighteen years in Dawson county, I have been thoroughly impressed with the fact that simplicity should rule in the average weekly office. We have tried several systems ranging from subscription records on down that proved to be too complicated for our use and eventually had to be discarded."

COMPOSING ROOM
Make-up Instructions

Advt. ....
....
Size ....
Times ....
Begin ....
Kill After ....
Schedule Days ....
....
....
....
....
....
....
Remarks ....
....
....

BUSINESS OFFICE
Billing Instructions

Advt. ....
....
Size ....
....
Dates ....
....
....
Rate ....
Bill ....
....
Card

OLEAN (N. Y.) HERALD CARD DESCRIBED IN THIS ARTICLE

◆ ◆ ◆

Listing Dies and Plates Left in the Printing Office

KEEPING track of steel dies and copper plates left in the possession of the printer is about as great a nuisance as keeping track of cuts. One of the simplest and most efficient methods is to purchase a 3x5 A to Z index (greater sub-divisions may be used if necessary) and a package of faintly ruled cards of three different colors, says the *Pacific Publisher and Printer*. Use one color for listing dies, one color for plates, and one color for cross indexing. File your three listing cards behind each letter of index that it pertains to in regular A, B, C order and place your copper plates of each letter with the listing cards.

For example: Index card A followed by white card listing dies, salmon card listing plates, blue card with cross index, followed by plates in proper order such as Abbott, Abrams, Adams, Allen, Anderson, and so on, standing plates upright. Use a drawer of a size to take plates and index or purchase a standard filing drawer. (Same may be had in fibre or wood and in various lengths.) If any great quantity of larger plates are kept, 4x6 or 5x8 indexes and drawers may be used. Keep steel dies in shallow drawers or type cases with movable divisions. Use one drawer to one or more letters of the alphabet, as necessary, plainly lettering same in some convenient place.

In listing plates or dies, use full name thereon followed by a description such as "letterhead," "envelope," "script visiting card," "gothic business card," etc. When plate or die is returned to the customer mark same on listing card. When sent to the engraver mark "X Eng. Co. 6-30-24." When returned to you draw a line through date entry. Have your engraver supply you with a duplicate receipt when delivering dies or plates, which should be filed with or in your job ticket, as it very often straightens out possible arguments.

In cross indexing, if the die or plate is a corner piece for imprinting and has the name "John Smith" who is with "Home Auto Co.," same should be listed under S with the name "John Smith, imprint for the Home Auto Co.," and cross indexed on the blue card under H with "Home Auto Co.—see John Smith." No entry of delivery of dies or plates to customer or engraver need be noted on the cross index card.

Always secure a receipt for dies or plates either returned to a customer or forwarded to an engraver. Dies are especially valuable and an argument proven in your favor saves many dollars and much annoyance.

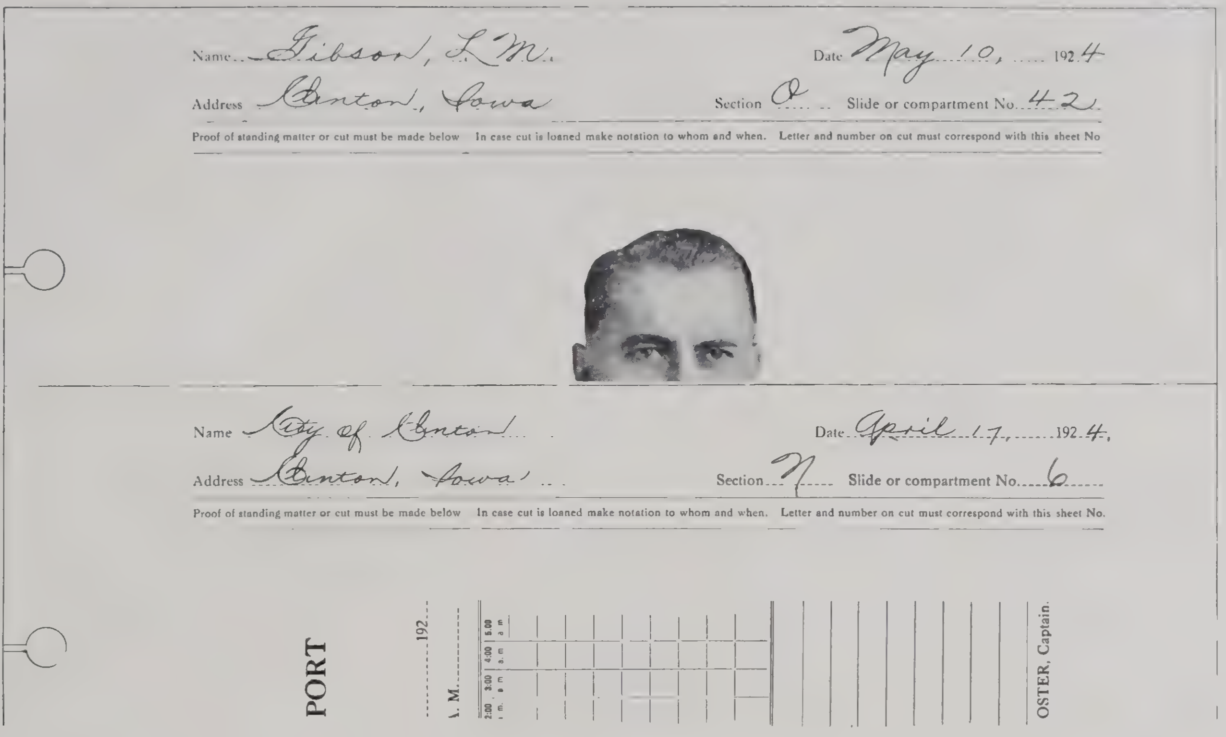
How to File Job Envelopes In Offices of Various Sizes

CONVENIENT filing of job envelopes is also an item to be considered while the problem of filing standing matter is being dealt with.

When deciding upon the size of the job ticket it is well to consider the sizes of filing and transfer cases which are regularly stocked. Specially built filing cases cost more at the outset, but are

"WHEREINELL CAN IT BE? IT'S MARKED J-5 ON TH' DUMMY!— BUT THAT MEANS NOTHING IN THIS PLACE!"
"ASK ED! HE BUSTED UP THE FORM LAST MONTH!"
"YOU'VE GOT TO LEARN TH' COMBINATION- JOE! J-5 MEANS ANYWHERES ON J—THEN TRY I— IF IT AIN'T THERE BEGIN WITH A-THEN IF IT'S IN TH' SHOP YER BOUND TO FIND IT BY 5 O'CLOCK!"

—American Printer



Name Gibson, L. M. Date May 10, 1924

Address Clinton, Iowa Section O Slide or compartment No. 42

Proof of standing matter or cut must be made below In case cut is loaned make notation to whom and when. Letter and number on cut must correspond with this sheet No

Name City of Clinton Date April 17, 1924

Address Clinton, Iowa Section N Slide or compartment No. 6

Proof of standing matter or cut must be made below In case cut is loaned make notation to whom and when. Letter and number on cut must correspond with this sheet No.

Illustration of the McLane Printing Co., (Clinton, Ia.) System for Filing Cuts and Standing Matter Conveniently, as Outlined in Detail in This Symposium

harder to dispose of if later on, the size of the job ticket should be changed.

In plants that have but few small jobs, tickets measuring approximately 8½ x 11 inches are the best. This size fits an ordinary letter file and a great variety of transfer cases and indices for this size are stocked by concerns dealing in office fixtures and supplies. Some shops now prefer the oblong envelopes, which may be filed in what is known as document filing cases. Document filing cases are usually more expensive than letter and invoice files and the variety of transfer cases and indices obtainable for them is more limited. In any case, it is advisable to consult a dealer in office appliances.

CUT RECORD *No.*______

Name ______

Address ______

Description and Size ______

Received by *Date* *Numbered by* ______

Delivered to *How* *Date* ______

Signed ______

Received by *Date* ______

Delivered to *How* *Date* ______

Signed ______

Remarks ______

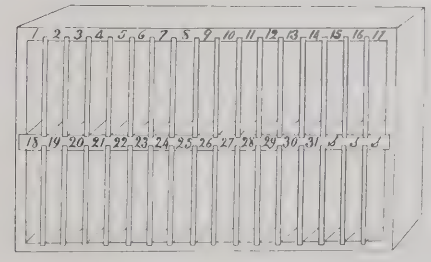
Cut Record Card Used by the Dallas (Tex.) Express

Advance News Copy or Advertising Filed Efficiently

ADVANCE news copy often is misfiled or lost altogether. The Sydney (N. S. Can.) *Record* keeps track of all incoming copy to be used at a future date by means of the simple device illustrated on this page. It is a rack box similar to that used in post offices. The numbers indicate the date of the month. Spaces marked "S" are for "any time" cuts and copy.

As the advance stuff comes in, it can be sorted in a minute and each day the man handling time copy simply reaches for what has been filed under that date and has it all before him without much ado. The box is only eighteen inches long, so it can be nailed to the wall above the desk; its contents serve as a constant reminder of what must be done.

The *Record* reports that the device is a big time saver, ensures publication at the earliest possible moment, and has eliminated premature releases, with which the paper previously had some unpleasant experiences.



"To-Be-Used" Copy Rack Sydney (N. S.) Record

"I DOUBT THAT, IN ANY WAY, THE POWER OF ANY PUBLICATION OR GROUP OF PUBLICATIONS MEASURES UP TO THAT OF THE COMPOSITE COUNTRY NEWSPAPER, IN THE STATE OR IN THE NATION."

M. J. McGOWAN,
PRESIDENT,
Minnesota Editorial Association

The Country Paper *IS* Big, Shows McGowan, "PJ"

President of Minnesota Editorial Association Enters the American Newspaper Hall of Fame

M. J. M'GOWAN, publisher of the Appleton (Minn.) *Press*, president of the Minnesota Editorial Association, is this month's entrant in *"NPJ"* Hall of Fame, and hereby declared and appointed a Master *Printer-Journalist.*

As is fitting for such an occasion, something should be said by us about the man whom it is sought to give a bit of recognition for notable association work—something should be told of his work and its results. *"NPJ"*, however finds a ready-made "commencement essay" in a recent message to the Minnesota association members by Mr. McGowan. It is a remarkable, useful expression of the point of view of an earnest country publisher. The statement can easily be adapted to any state or locality, and will be proportionately just as true as it is true now in the Gopher State. Here it is:

IF the country newspaper profession has any fault it is that of too great modesty—it is too willing to concede that it does business in a small way; that it lacks the thrill of big things and great power. It is too quick to look up to others in the publishing business and marvel.

"There is in this nation a famous publication, that is published on the night of the bath. It is a wonderful periodical, typographically perfect and filled with matchless fiction, fact and editorials. Its chief claim to prominence, however, is in that it has a weekly circulation over the world of two and a half million copies. It's big.

"In the state of Minnesota there are 612 weekly newspapers published in 445 locations. If we look at them purely from the point of circulation and give to them an average of 750 each—lower than any publisher will concede—the composite country newspaper of Minnesota has a total circulation of about a half million. If the country newspaper in this state alone has a half million the circulation of the nation's composite country newspaper must be at least ten times that of the renowned publication of 2½ millions. The country newspaper is also big.

"The state of Minnesota has a population of a little less than 2½ million. If each country weekly in the state has four readers for each paper issued, which is quite generally conceded, it reaches four out of every five persons in the state, without regard to location, race, creed or age. If each copy of the paper has five readers as some contend, it reaches every human being in the state and supplies some information and inspiration to those less fortunate individuals who reside without the state's boundary. Could anything be more thorough, more powerful than that. The country newspaper is big.

"Some allowance for duplication must be made, of course, and the figures may sound flippant to you but they are not.

WE are prone to look up to the metropolitan newspaper publishers. We feel honored when they deign to reprint our editorials or flattered if they abuse our ideas. One high class twin city daily newspaper has a daily circulation of 101,188. The population of the city in which it is located is 380,582. If that newspaper circulated exclusively in its home city it would reach one in four of its inhabitants, but it claims to circulate in the northwest, which means about six states. I doubt that the proportionate circulation in the field it hopes to cover equals that of the smallest country newspaper in the most restricted field in the state. I doubt that its readers have the same friendly intimate feeling toward it that the readers of the smallest weekly have for that, I doubt that in any way the power of any publication or group of publications measures up to that of the composite country newspaper in the state or in the nation."

POLITICAL ACCOUNTS NEED "GET THE CASH" POLICY

U. T. A. BULLETIN: "Once again we caution members not to accept printing orders from a political club without positively knowing whence the money for full payment of the bill is coming. The best plan is to get the money in advance unless some individual will guarantee payment. But, get the guarantee in writing and be sure to notify the surety as to the exact amount of each order you deliver. A little caution in this connection will save you money."

BETTER NEWSPAPER MAIL—
George W. Marble, president of the National Editorial Association, advises that the post office department has agreed to examine his suggestion to meet the complaints of diminishing mail service by putting on busses and trucks in local service ranges instead of depending altogether on the trains.

THE CAPE MAY (NEW JERSEY) COUNTY TIMES STAFF

Left to Right (*Sitting*): PAUL C. RICE, Composing Machine Operator; MISS MILDRED RICE, Stenographer; MRS. H. RICE, Bindery; MISS BERTHA MORNHINWEG, Secretary to the President of the Company; LEO A. MULLIN, Composing Machine Operator. *Standing*: WILLIAM A. GOODWIN, Mechanical Superintendent; RICHARD OLDEN, Advertising Compositor and Cylinder Pressman; JOHN C. SMITH, Advertising Manager and Associate Editor; WILLIAM A. HAFFERT, President and General Manager; THOMAS WOOD and WILLIAM RICHARDSON, Mechanical Department. In addition, WILLIAM F. JOCHER Is Office Manager, and LESLIE CARR, Reporter

Robinson Crusoe Out-Flagged

Job and Newspaper Plant on Small Island Gets "Oceans" of Good Business

By DIRK P. DEYOUNG

LIKE Robinson Crusoe who hung his shirt on a pole to signal passing ships, William A. Haffert, president of the *Cape May County Times*, on Ludlam Island, three miles from any inlet, at Sea Isle City, New Jersey, has had to flag for customers. The amount of "come to the shop" business for that island publisher, on a basis of the city's population—250 families—and its surrounding territory, the Atlantic Ocean, would never make the "Ghost walk" on Saturdays.

The size of the *Times* plant, however, and the circulation of the newspaper—2500—indicate that Haffert's fishing expeditions are successful. The *Times* circulation is nearly ten times the number of families in Sea Isle City, and *the commercial printing produced in one month is more than the entire town's business houses would use in a year*. In fact, one printing order, produced each month, consumes one and one-half tons of paper. This job is addressed and mailed from the *Times'* plant, and the postage bill alone thereon, with mailings at the local post-office, is in excess of $250 monthly, while a number of smaller jobs are handled, in addition to two newspapers—the *Times*, and the *Seven Mile Beach Reporter*.

THE growth of the *Times*, which was founded in 1885, has been phenomenal during the past ten years. To illustrate this remarkable excess over "brought to the shop" business, the operating revenues in January, 1924, were $32.14 greater than the gross income of the entire year of 1914, the year that Mr. Haffert took charge. The motto "Do It Better" was adopted then, and the same motto is still in force. That motto—better printing, a better newspaper, better working conditions, and better community service—pervades the *Times'* organization from the boys in the back room to the clerical staff in the front office. That is the advertising slogan which waves aloft on the plant, to flag ships which pass in the night; that is "the bait" which Mr. Haffert uses when he goes out in his "boat" after the business.

When the printing equipment of the *Times* was moved to its new location, in the *Times* Building, last December, the entire plant, already modern and up-to-the-minute, was entirely overhauled and rejuvenated, adding the latest types of

A View of the Sunlit Composing Room on an Island

machinery and equipment. The newest model of Intertype and a new cylinder press, three times faster than the old one, was installed, the latter with a variable speed motor and a back-up device reversing the motor at will. Two smaller presses, one automatic capable of a speed of 3500 printed sheets an hour, with variable speed, were also put in, as well as a new folding machine, all of the equipment being operated with individual variable speed electrical motors.

THE new *Times* Building is a thoroughly modern newspaper and printing establishment, for neighborhood, county or community publishing business, eclipsing many of the plans in the large cities for completeness of equipment and design. Especially designed for newspaper work, it was planned by Mr. Haffert after a tour of a number of modern newspaper plants. The press-room, composing-room, and the offices are on the "day-light" plan. For work after dark, the artificial illumination consists of powerful electrical lights under the latest type factory light diffusers, or reflectors, which eliminate shadows. In addition, direct lighting is provided where strong light is required in a given area. All of the lights are controlled by wall switches for the general lighting, and pull-chain switches for the special lights.

The ground floor of the new *Times* Building, is devoted to the offices of the business, the heater and smelting room, the newspaper press room, and the Post Office, upon which the Times has a ten-year lease with the Government. On the second floor is a room 34 by 65 feet, which is used for the job-presses, linotype and hand composition, make-up and bindery work.

The foundations, which are of concrete, are two feet in width at the base, and taper to one foot at the top, where a heavy sill is set through steel bolts embedded in the concrete. The carrying partitions, too, are on a heavy concrete foundation, while the entire first floor is of solid concrete, 5 inches in depth, which in the offices is covered with a mineral flooring poured on the concrete.

A private telephone system connects all departments, coupled by a bell signal system to the offices and the workrooms. Heat is furnished by hot water boiler and radiators of ample capacity, the same heater also supplying hot water for use in the wash-rooms. The building contains 4420 square feet of floor space.

New Jersey P. A. Code of Ethics

Adopted at 1924 Meeting

1.—To consider first the interests of the public.

2.—To maintain secrecy as to the source of news or news information given in good faith, when requested or understood by the informant.

3.—Never deliberately pervert or misrepsent facts.

4.—To eliminate, in so far as possible, personal opinions from news columns, but be leaders of thought in editorial columns, and make criticisms constructive.

5.—To strive constantly to eliminate free reading notices and to keep reading columns independent of advertising consideration.

6.—To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.

7.—To solicit subscriptions and advertising upon the merits of the newspaper.

8.—To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements.

9.—To give proper credit for articles taken from other newspapers or publications, and to avoid unfair practices in competition with them.

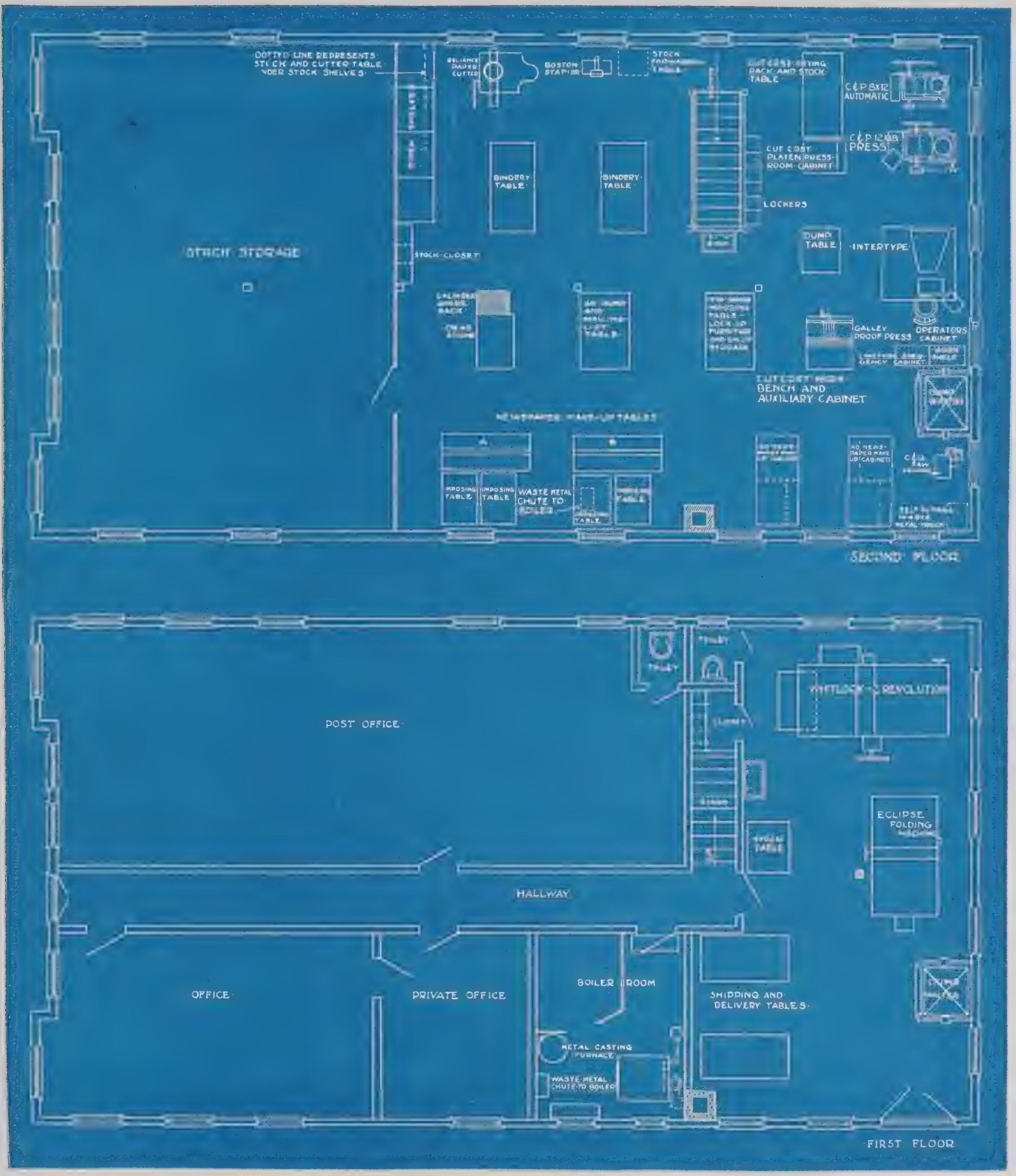
10.—To make prompt and complete correction of serious mistakes of fact or opinion, whatever the origin.

IN the composing end of the *Times'* plant, no detail is over-looked to make it complete. New galley-racks were provided, together with dump-tops, so that type travels in a straight line, without loss of time or motion, to the proof-press, to the correcting-bank, to the imposing-stones, and then to the paper. New type-stands were added, so that commercial printing department could be separated so far as type is concerned, from the newspaper department. New newspaper imposing-stones were also added, with over-head make-up banks. Each of the banks is wired for lighting, and a direct light, shadowed from the eyes of the workers is thrown directly upon the newspaper forms. Underneath one of these stones, spaces are provided for corrected galleys of type, ready for the forms, and places for the storage of advertisers' cuts and feature matter in the plate line. Convenient to the type-setting machine is a metal shoot, which carries the waste metal from the second floor directly to the metal re-smelting furnace, which is located in the boiler-room on the ground floor.

The entire plant, including the office, is operated on the "cost system" basis, in which each operating unit is charged with its proportion of the overhead of the plant, while each proportion is timed so that the actual cost of production is definitely known. In addition to this a printer's price-list is used as a check.

THE herculean task of building a circulation on Ludlam Island or rather on the mainland, for the *Cape May County Times*, with a strong competitor already in the field, is apparent. To the east of the island is the Atlantic ocean; to the north is Corson's Inlet, which has a road and a series of bridges connecting Sea Isle City and Atlantic City; to the South is Townsend's Inlet; while to the west is the State Inland Waterway, which is bridged and over which the main auto road crosses. The *Times* has had something to do with the building of roads and bridges to the mainland, for although Fords will swim, it is said, not many other makes of cars will attempt the journey to Sea Isle City, unless traffic conditions are of the best. Thus, about four years ago, as the result of agitation by the *Times*, the road and bridges across Corson's Inlet were built at a cost of half a million dollars. Let Mr. Haffert tell it himself:

"Because of the very small town the *Times* happened to be located in, and the fact that it was the second paper in this small place, both in circulation and size of plant, when I took hold of it ten years ago I determined to play up the county and get readers from every hamlet within twenty miles. Unfortunately, there was another paper which thoroughly covered that field, located at the county seat, but I felt that there was room for two, and as we went into the larger field our circulation gradually grew as we added new country correspondents and catered



ALL AROUND THIS PLANT PLAY THE ATLANTIC'S WAVES

Layout of the Cape May (N. J.) County Times, by the Engineering Department of the American Type Founders Co.

to the county idea in all of our news. Today we have twenty-three correspondents, and we publish news from every town in the county including those in which there are local newspapers.

"We keep an auto on the road all the time, with a man soliciting subscriptions, new ones and renewals, who also keeps in daily touch with the farmers. This car, a Ford by the way, has a specially built body, is painted bright yellow, with the name of the paper in large black letters, which is now known from one end of the county to the other as the "Times' Yellow Boy." Our enemies, which of course every newspaper with a backbone has, have been unkind (?) enough to say that the color of the car is in keeping with the policy of the journal it represents—but that's that.

"In May, 1923, we ran an automobile subscription contest, giving away two cars, and added 1300 new names to our list. This latter was an experiment, and was viewed with great anxiety by the office, especially as the year rolled around and it came time for renewals. We have renewed fully 90 per cent of the contest subscribers, and our list is larger than when our contest was put on a year ago last May. I know that many publishers do not agree with me, but I KNOW that a contest DOES pay."

MR. HAFFERT is only 31 years old. He was born in Newark, N. J., and went to the southern part of the state at the age of 19, serving his initial newspaper apprenticeship on the *Record*, at Summit, N. J., where he was employed as devil for six months. He was the advertising manager for the Atlantic City *Review* for a year, drifting hither and yon for a couple of years, and finally taking the *Times* in 1914. He is married and has four children (three boys and a girl). He is the Clerk of the Cape May County Board of Chosen Freeholders, one of the organizers of and a director of the First National Bank of Sea Isle City; director of the Tradesmen's Building and Loan Association, of Sea Isle City; member of the school board and secretary of that auspicious body for five years; organizer, and formerly secretary of the Cape May County Chamber of Commerce, composed of all the civic and agricultural organizations of the county; member of the Executive Committee of the New Jersey Press Association, and on the Committee of the Annual New Jersey Newspaper Institute.

There are many other shops in Cape May County, yet the *Times* gets work from every part of it, and from neighboring counties, practically all of which is given to them WITHOUT A PRICE BEING QUOTED. That is due to the fact that customers know that they work on a cost system, that prices admit a profit but will be fair, and that they do fine work.

Like Robinson Crusoe, Haffert was marooned on an island. Like him again, he hung out his shirt to flag for business. But there the likeness ends. This enterprising young printer-journalist did not depend on passing ships alone—he built a bridge to the mainland and went after subscribers and job-work in a Ford, a yellow-jack at that, which, like a silvery and golden fish from the sea, constantly splashes about in the eye of the public.

Good Equipment Saves Lives of Hosts of Good Ideas

Kansas Newspaper Does Not Allow Them to Die of Neglect, and Stops Much Grief

By SIDNEY D. LONG

Business Manager, Wichita (Kans.) Eagle

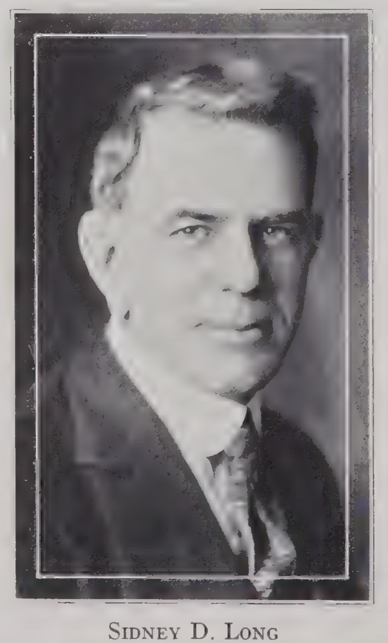
I AM still remembering the days when we used to have our mailing list set up in the news composing room on the machines. With due and generous respect to our good friends who handled the news composing room. There were times when we were palefaced as to whether we were going to get our "news" and "stops" and "changes" set in time to get the proof to make up our mail for the next morning.

I can remember when we would be holding a rejoicing meeting over putting on 400 or 500 new subscribers, when the mail clerk would come rushing down the stairs, three steps at a time, look down over his glasses and say, "What are we going to do? They haven't set a line of our changes for this morning and they say they are not going to set a line for two days." Fond memories!

This same good natured mail clerk came rushing in one morning and said that the proof boys in the night had spilled three galleys and they were lying on the floor.

A subscriber rode in fourteen miles in a buggy purposely to tell us that the postmaster could not read his name on his paper, and he demanded the price of his subscription back; there was an important sale advertised—and there was a plow he wanted to buy—and he didn't know about it in time.

Memory also brings back to me a number of good natured lectures by the foreman of the news composing room, that if the mailing room did not have so much metal tied up in its slug mailing list, he would have enough metal to get out the paper.



SIDNEY D. LONG

"Sweet memory" brings back the rumpled galley pans which made the slugs look like hills and dales as the proofer went jostling over them.

We were happy in those days, principally because that was the best we had.

IN 1918, the Wichita *Eagle* installed the Pollard-Alling mailing system and did away with the slug plan. The installation consisted of one reliefograph, one envelope addressing machine, one proofing machine, one galley cutter, galley reels and racks, and newsdealers' extra large type addressing machine. The installation by factory representatives, was perfect and our people were thoroughly instructed. We housed the system in a neat, separate room, away from the mailing room, near the main office. Our grief with new subscriptions, stops and changes disappeared.

About the time of the installation we went to "paid in advance," hence notations appearing on the plate were of great advantage to us. Complete address, expiration date, etc.

Carrying the complete address on each address plate, and therefore on the paper, has a number of advantages. The main one is that when the paper gets into the mail sack and to the railway mail clerk, post office, or R. F. D. carrier, even though it may get misplaced, yet the complete address is there. We also have been able to address the envelopes to renewals and address the filler letter that went in the envelope off the reel.

Besides our live reel list, we have what might be termed a "live stop list" which we keep in reels just the same as the live list. We use this as one of our promotional lists. The one we now have is 18,000. We have these arranged just exactly the same as our live list as to towns, etc. At certain intervals we pull a proof of these and send to the postmaster for correction. As we get a "stop" we take it from the live list and put it on the stop list. If we get a renewal from the stop list we remove it from that list and put the new subscriber on the live list, so that our stop list is kept absolutely alive.

We get a circular out on our big press announcing some special offer in our circulation department. It is printed in the morning. The envelopes have been run in the Pollard-Alling room, and by noon the circulars are on their way to the non-subscribers.

We also have, in addition to our stop list, about 20,000 live prospects to whom we send our advertising matter the same as explained with the stop list.

We have the names and addresses of the International Circulation Managers Association on a reel, and I find it mighty handy to send them our promotional matter from time to time.

WE have in the advertising department or the Wichita *Eagle* a rather elaborate merchandising department. In this connection we have reels carrying the addresses of all the stores in Wichita, routed so that the district manager or salesmen of the different national advertisers can be furnished one of these lists within fifteen minutes time and be on his way calling on the stores, routed in the quickest possible way. This list is kept absolutely alive and worked with the same accuracy as our mailing list. We have the national space buyers and their addresses on a separate reel.

The reels are used in the city circulation department, having the city carriers so arranged on reels, that, on short notice, envelopes and letters can be addressed to them.

Not that the remark has any direct interest to the address system we use, but for the information of the newspaper folk who read this, I would like to say that in our Pollard-Alling room we have a Dick electric rotary mimeograph machine. The man who runs the Pollard-Alling printing machine finds time enough to run off our announcements from the merchandising service department and from all departments in our circulation, as well as thousands of important letters of this description from the different departments in the plant.

The employes operating the room have no connection whatsoever with the mailing room. Our mailing superintendent has a desk in the main office. He also has directing charge of the Pollard-Alling room, but outside of this it has no connection with the mailing room, and vice versa.

During the selection of the system, I might say, we had little question as to whether or not we would like the reels. We had a little fear that one could make the changes rapidly enough by unlocking the reels, removing the plates and putting in the new plates. However, after these several years experience we have found that this never enters into the calculation.

Cream and Brown Stucco Home of the Mill Valley (Cal.) Record, at the Base of Mt. Tamalpais

Mrs. Elizabeth B. Douglas, at the Right, Business Manager, and Miss Winona Douglas, Editor

From Trouble, Kitchen and Kettles to Desk of a Fightin' Printer-Journalist

Remarkable Newspaper Success in the Shadows of San Francisco When a Woman Is Left With a Plant on Her Hands

By Naomi Swett

SUBSTITUTE the business-like desk for a porcelain kitchen table, the pencil for a mixing spoon and the folded newspaper for a cookbook and the two sheltered-looking women in the picture would be typical housewives, chatting casually over the day's menu, instead of editor and business manager of one of the most singular papers in America.

Mrs. Elizabeth B. Douglas, the white haired lady, and Miss Winona Douglas, with the dark hair,—sisters-in-law—are doing what was generally supposed cannot be done, within eight miles of one of the biggest cities in America. *First,* they are successfully conducting a newspaper in a commuters' town just eight miles across the waters from San Francisco, where the residents bring home the San Francisco papers every night on the Ferry. *Second,* they have succeeded in converting a run down *never-successful* newspaper in this commuters' town to a live weekly *sans* sensation of all kinds, and crammed with material of literary quality that would find fitting place in some of the highgrade national monthlies. That they *tripled* the circulation of the paper.

HOW these two women acquired the *Record* Printery and the weekly newspaper known as the Mill Valley *Record* is a story that is intertwined in the unique and picturesque commuters' city of Mill Valley, Cal.

The real start of Mill Valley was in 1906, the year of the San Francisco earthquake. The heavy forests at the base of Mt. Tamalpais, just across the bay from San Francisco proved a refuge of safety for thousands. When the excitement subsided, many made their permanent residence in the hills of Mill Valley, whence they went daily to work via ferry to San Francisco.

The Mill Valley *Record* in its twenty years of existence previous to 1916 had changed owners about as many times as its years of life. In 1916 it was purchased by Mr. Douglas, the late husband of Mrs. Elizabeth B. Douglas, present business manager of the paper. Unfortunately Mr. Douglas never had an opportunity to rebuild the paper according to his plans.

Elizabeth B. Douglas, frail, sheltered housewife, found herself the owner of a newspaper and printing plant. Her only previous knowledge of newspaper and printing was the reading of the daily paper and occasional visits to the engraver's for calling cards.

She did not interfere with the shop work, but placed implicit confidence in the shopman. A woman of intrinsic refinement, highly cultured, she was determined to operate a paper that would reflect in every way the culture necessary to a refined family community.

At first Mrs. Douglas assumed both editorial and managerial duties, but she was later assisted by Winona Douglas, who at once dropped her occupation of school teacher in the east to aid her sister-in-law. Neither did Winona Douglas have an atom of newspaper experience. She assumed the editorial duties, and Mrs. Douglas then held strictly to the business management. A policy was set up and published:

"MILL VALLEY being populated greatly by professional men and their families, we want first of all to make the *Record* a paper entirely in keeping with the high prestige of the community.

"WE will give but brief space to sensational news, and devote our paper to the publishing of worthy information and constructive news.

"BECAUSE the family life of the community is of utmost importance we will ignore all news of the divorce courts and use no divorce news other than brief, formal announcements.

"WE will not mention the names of juveniles brought into court for misdemeanor.

"As internal harmony is essential in a community we will take no issues in public controversies, but will devote a column to the publication of the opinions of readers on these questions."

THE greatest difficulty they met was the establishment of a community spirit. Patiently Winona and Elizabeth Douglas set about to build it up. A "Frankly Spoken" column took care of those who had views to air. Home talent was encouraged and contributions given prominent space. A beautiful poem inspired by the wonderful surroundings will occupy first place on the front page, where Babson's reports are also featured, for the commuting businessman to read at his leisure. Loyal protection for the beautiful forests of Mill Valley is given front page space in special articles, besides news of general community interest.

Good fiction and articles on biology and nature take leading place in second and third pages. On the fourth page are the editorial section and the book review columns, both conducted by Winona Douglas. Plate matter of educational value to children is run on the fifth page, where business announcements "in brief" are also run. An educational series on Forestry is provided on the sixth page. On the seventh page are featured authoritative articles on child training and on the eighth page under the caption "The Passing Throng" the brief personal news items of the community are placed.

Rather uniquely, instead of eulogizing the paper itself in the first page nameplate, the *Record* carries these two phrases, "Speak Well of Your Town, You Speak Well for Yourself," "Speak Well of Other Towns, You Speak Well for Your Town."

Why Men Fail

ONE of the main reasons why so many small town newspapers do not progress is because the men who operate them want to supervise everything at once and thus neglect possibilities.

—MRS. ELIZABETH B. DOUGLAS

◆ ◆ ◆

I BELIEVE that one of the main reasons why so many small town newspapers do not progress is because the men who operate them want to supervise everything at once and thus neglect the possibilities of the editorial and advertising departments, says Mrs. Douglas. "The one-man shop will never pay. One must have competent assistance if a paper is to progress.

"We are always glad to receive advice with regard to the editorial department from the men in the shop, and have been saved many pitfalls because we are willing to listen. We run a strictly union shop and find union men more capable than any others. We have had no difficulties in the shop during the entire seven years that we have had the paper."

When these two women took over the Mill Valley *Record* the advertising was so low that a profitable existence was impossible. People predicted failure, but instead an advertising business was built up that would be creditable to any man-managed publication. Mrs. Douglas keeps in active touch with the business life of Mill Valley and attends all businessmen's meetings.

This Chart Will Help You to Sell More Space and Job Work

Show the Local Merchant How Much Their Successful Contemporaries Use to Promote New Business and Hold the Old

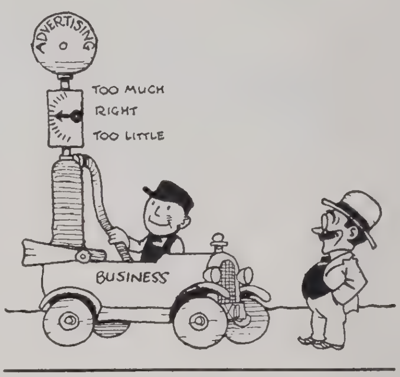
WHEN a printer-journalist is selling an advertiser space, the question often comes up, *"How Much* Should I (the merchant) Spend for Advertising?" This is especially true of merchants who are about to take what they consider to be their first plunge. The Domestic Distribution Department of the Chamber of Commerce of the United States, Washington, D. C., furnishes booklets which contain constructive ammunition for the salesman of advertising space and job work used for advertising purposes by local merchants. Addressing the merchant the booklet says:

"Advertising * * has a double purpose—to sell merchandise and build confidence. Advertising embraces newspaper * * and any other means used to acquaint the public with you and your merchandise.

"In solving this perplexing problem you are interested in what other merchants in your line are spending. You know that a happy medium in an advertising appropriation is a rarity—that most retailers spend too much or too little upon this silent agent.

"Despite your peculiar local conditions, whatever they may be, comparison is the most efficient barometer to aid you in arriving at a suitable appropriation for advertising.

"Compare your expenditure with the figures of others in your trade given below. We believe that they will be of great value to you.



NET SALES=100%

	COMMON FIGURE
Grocery Stores	
Sales: Less than $30,000	0.2%
$30,000 to $49,000	0.2
$50,000 to $99,000	0.3
$100,000 to $149,000	0.3
$150,000 and over	0.3
Shoe Stores	
Sales: Less than $30,000	1.6
$30,000 to $49,000	2.1
$50,000 to $99,000	2.2
$100,000 to $249,000	2.8
$250,000 and over	3.8
Department Stores	
Sales: Less than $250,000	1.7
$250,000 to $499,000	2.2
$500,000 to $992,000	2.9
$1,000,000 to $3,999 000	2.9
$4,000,000 to $9,999,000	2.9
$10,000,000 and over	3.2
Jewelry Stores	
Sales: Less than $20,000	2.6
$20,000 to $49,000	2.9
$50,000 and over	4.3
Drug Stores	0.7
Specialty Stores	3.4
Hardware Stores	AVERAGE
Sales: Less than $25,000	0.66
$25,000 to $40.000	0.65
$40,000 to $60,000	0.79
$60,000 to $100,000	0.71
$100,000 and over	0.70
Clothing Stores	1.98

GETTING a line of the merchants' annual volume and as much information as possible as to their various expenses, according to the above, is desirable in using these statistics.

"Overhead," Like Advertising, Often Is Good Investment

Lessons Gleaned From Publisher Making Fine Success in Town of 800 Population

By JAMES S. TURRENTINE

Publisher, Highland (Kans.) Vidette

IN Highland we are making a newspaper pay in a town of less than 1,000 population—not by any special merit of our own, but by helping to make a good town grow and by studying the methods other publishers have used.

To be exact, Highland has 800 population. We have the usual equipment. We hope to install a typesetting machine as soon as the addition is warranted. We gained $800 in 1923 over 1922, and expect a further increase in 1924.

We have done nothing out of the ordinary, but simply endeavored to forget ourselves in the larger ideal of serving. We employ one full-time girl and three students part-time. We flaunt the commonplace. It is our opinion that *the radical and brilliant publisher has no place in the small town.* The small paper should not endeavor to lead too strenuously nor drive its readers. Rather, it should gently and patiently point out the better way. That way is better than sudden dashes, which often cause quarrels in a community.

THE small-town newspaper must be a balance wheel in its community. Just why is the average banker one of the most respected and revered men in the small town? Is it not because he is consistently cautious and seldom radical? Let us endeavor to make our newspapers respected and revered because of our consistent policy of promoting harmony and progress. If our newspapers are highly respected in our communities, the matter of making them pay is simple and easy. Such a paper will be as dear to the reader as a letter from a dear friend. Its advice will be as valuable as that of the banker.

The advertiser is shrewd enough to know when his customers and the public at large are paying attention to the advertisements in the local newspaper. If he finds they do, he easily buys advertising.

How can a publisher expect anything but scraps when he offers no more?

THIS, in brief, has been the basic principle upon which we have built our newspaper: Honesty of statements published and opinions offered; an endeavor to gain and hold the respect of readers and advertisers; a sincere effort to give reader and advertiser their money's worth and, most important of all, a 100 per cent interest in community affairs.

JAMES S. TURRENTINE

OUR paper is a six-column folio. We are occasionally forced into more pages but that is the exception. We are lined up with the American Press Association. Thirty percent commission seems high, yet if the publisher places his foreign advertising rates sufficiently high he can afford to pay this commission.

Accepting foreign advertising from miscellaneous sources is also costly since, frequently, accounts are lost. We now refuse to accept advertising from other than reliable sources, referring all doubtful concerns to our representatives and to agencies. Consequently, we lose no foreign accounts.

Our foreign advertising rates are 20 cents for plates and 25 cents for composition. Our local rate is 15 cents on contract or regular advertising. This rate should be five cents higher all around, but we find it inadvisable to make a change at this time.

We are not now using a cost system for job work, but plan to purchase one. We have been using a cost system of our own for economy's sake, but it is slow and we find we make costly errors in our figures.

OUR chief problem, and we presume the chief problem of every paper is the same, is in keeping down the overhead expenses. We frequently find in checking up that our overhead is growing in one department or another, and we take immediate steps to ascertain the cause and eliminate it if possible.

However, *an editor should never reduce overhead to his own cost.* We are occasionally confronted with the statement made by an advertiser, "I believe I will slow down a little on advertising as I want to cut down my overhead." And it is up to us to convince him that advertising is not an expense, but an investment. *This is true of some of our overhead—it is not an expense but an investment.*

Now, as to getting the advertising. Most country merchants have no ideas as to advertising and it is first necessary for the publisher to conduct an educational campaign on the principles, methods and value of advertising. Some advertising solicitors we have known have given the advertiser the idea that if he inserted an advertisement in the issue represented, his store would immediately be filled with customers.

The advertiser must learn that a consistent policy of advertising is the only profitable kind. Here again, the policy of honesty and fairness has its value.

The advertising solicitor must remember that, if he is to maintain the confidence of the advertiser and to keep him using space, he must back up his statements with a demonstration of results obtained. It is, therefore, essential that the publisher, himself, know what advertising methods are profitable. He must watch the results the advertisers obtain and call their attention to success, explain apparent failure and generally assist the advertiser to a right understanding of the principles of advertising.

This, we do by means of letter writing, educational articles on the subject of advertising and by personal talks.

Taxes on Newspaper Machinery

IS a newspaper "merchandise?" Is a newspaper plant a "factory?" IS IT TAXABLE AS A FACTORY? A bulletin of the New England Daily Newspaper Association calls attention to these questions, in publishing a ruling in a law suit, *Barron v. City of Boston, 187 Mass.*, 168, *Suffolk, Nov.* 10, 1904.

The court held that "the business was not a production of goods, wares or merchandise to be kept for sale or use. It was rather the communication of information which quickly became a matter of common knowledge and then ceased to be of value. The printing of words was simply the means adopted for the transmission of this intelligence from time to time. To call such a business 'manufacturing,' or to call the office and rooms in which it was conducted, a 'manufactory,' would be giving the words a peculiar and unusual meaning."

Is the machinery used for producing a newspaper taxable as machinery used for manufacturing? Cannot the owner secure an abatement of taxes?

Can Journalism Schools Make *Hard-Boiled* Reporters?

Executive of Western Department Tells How It Attempts to Do So

"WHAT our schools of journalism need most is the hard-boiled, city-editor type of teacher."

This advice from a working newspaper editor with experience in handling cubs fresh from college courses in journalism suggests actual butting-up against the disagreeable conditions which every reporter on the actual job *must* cope with.

The University of Nevada at Reno, tries to make such "unpleasant" experience a part of the training of every embryo newspaper man and woman. "NPJ" has asked how we try to do it.

Courses are taught by the laboratory method. The student reporter and copyreader learn the principles in the university news-room, which is equipped and conducted as a daily newspaper office.

THE sugar-coated assignment is pleasant but useless. A chatty half-hour over the cigars in a politician's office, with the resulting press-agent yarn; a comfortable hour at some interesting address, an intercollegiate football game; a trip around the marble halls of some public building in which the officials yearn to see their names in print—these are an aid in training the student reporter and he could not well do without such experience, but they do not test his mettle.

Quite different is a trip to the labor headquarters during a strike, with the next edition "going down" at once. Such a situation faced a University of Nevada student in journalism a year ago when the students, unassisted, issued the daily Reno (Nev.) *State Journal.*

"Get out or we'll throw you out!" yelled a group of labor leaders. The threat was accompanied by suitable action.

When the next morning's sheet came on to the street it contained a page-one story about the strike situation, telling in detail the exact status at the time of going to press. The student had learned not to quit.

A personal battle between the United States district attorney and the federal prohibition director for Nevada had been in progress for some time. Neither paper, however, had been able to persuade either principal to say anything really worth publishing.

By careful maneuvering the student persuaded the prohibition director to make a statement, assisting him in the wording of it. Then he typed the result and submitted it for the director's approval. It was a hot attack on the district attorney.

To Col. 3

LESLIE HIGGINBOTHAM

Assistant Professor of Journalism
University of Nevada, Reno
Contributor of This Article

MR. HIGGINBOTHAM got a large share of his experience in various editorial room jobs and positions with the Cleveland (O.) *Plain Dealer.* Five courses in Journalism are offered at Reno.

Believing it is only fair to tell both sides of every question, the student cub called on the attorney, who hurried to the newspaper office to make a denial and reply. It made the best local story of the day and got a two-column play on page one.

NOT so successful was the girl who was assigned to interview the soft-drink-parlor waiter who had roomed with and just assisted in burying the one-time mayor of Fairbanks, Alaska, when that town was a whirlpool of the Yukon gold rush. After poking around the Reno alley where the waiter roomed and finding the atmosphere not encouraging, the young woman went home to think things over and to devise a better way. She happened to tell her mother of her adventure and a parental edict to refuse to get the story resulted.

There is the girl who turned in a snappy feature on the way persons act about hotels, a real expression of human nature. This story was accepted by one of the local papers for publication. It was only after some time that the young woman student confessed how near the surface the tears were when she was apparently insulted by hotel clerk after hotel clerk, who considered her queries a joke.

The young woman student who went to the jewelry shop to inquire of the proprietor how brides-to-be and grooms-to-be act while selecting the wedding ring, announced herself as a reporter and got a sharp scolding in return. She learned that it was much better to put on her best dress and hat and go as a prospective bride. That saved tears and it got a better yarn.

—LESLIE HIGGINBOTHAM

Now They Ask the Newspapers to Pay For the Electros of Advertisements

Press Association Stirred Up Over Reports of Such Demands by an Agency; Recalls "NPJ" National Symposium on the Subject

PRESS association bulletins are carrying stories such as the following from the Southern: "The proposal of the F. Wallis Armstrong Agency that newspapers carrying the Victor advertising either set the ad according to the style of the copy as furnished or pay $1.25 for the electros, has met with considerable opposition.

"Several members have advised that they will not establish a precedent by paying for electros, and in agreeing to set the ads it will be with the distinct understanding that the copy will be followed as closely as possible.

"It is the concensus of opinion that any agreement to pay for electros will be establishing a precedent. It is also the contention that the cost of electros are chargeable to the advertiser and has been so recognized over a long number of years. One publisher seems to feel that the cost of electros is included in the 15 per cent commission. As a rule, this is a service charge to the advertiser, and the majority of the agents follow this practice."

The instance recalls the series of articles from a large number of printer-journalists in all parts of the country, in *"NPJ"* recently, in an effort to bring just such problems to the light of day. The series brought out the practices of either allowing or not allowing discounts from card rates when the advertiser furnishes electros or plates, as against copy entirely set by the newspaper. The majority of verdicts of printer-journalists were that such allowances are not proper, but some frankly confessed to be still giving them.

MAKE ROOM FOR ANOTHER

BEAUTICIAN has been coined by the American Cosmetician Association to describe the beauty expert. The word is to be used in advertising copy.

Only 17 States Call Lying to the Newspapers a Crime

National Survey by "NPJ," Covering All Secretaries of State, Shows Numerous Libel Laws as to Publishing the Information

By Chester Du Cloe

EVERY state in the Union has laws prohibiting libelous statements in publications. Only seventeen of the states have laws *prohibiting persons from wilfully giving publishers or employes false information concerning other persons and firms.* This was learned by means of letters addressed by *"NPJ"* to forty-eight secretaries of state.

So far as could be learned the states in which laws exist making it a misdemeanor to inform publications falsely, are: Arizona, Arkansas, Indiana, Maryland, Massachusetts, Montana, North Carolina, North Dakota, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, Virginia and Wisconsin.

The states of Nebraska, Kentucky, Oregon, and Texas answered indefinitely.

This means that Alabama, California, Colorado, Connecticut, Delaware, Idaho, Illinois, Maine, Michigan, Missouri, Nevada, New Hampshire, South Dakota, Tennessee, Utah, Vermont, Washington and Wyoming are without statutes specifically prohibiting the circulation of false reports *to* publications.

The appended section from the Codes of Montana, 1921, is an example of the general run of statutes affecting the culpability of persons giving false information to publications.

Punishment for violation of the various state statutes varies from fines not exceeding $100, or three months imprisonment, or both, to fines not exceeding $1,000, or two years of hard labor, or both.

Common offenses against these laws are the sending of fraudulent notices of births, marriages, and deaths. Very often, this misinformation is sent in fun, but nevertheless its propogator is punishable and the publication is liable to a libel charge.

The sending of news over the telephone has had a great deal to do with the increase in misinformation sent to publications.

Typical Protection Statute (Montana)

1099—Giving false information for publication. Any person who wilfully states, delivers, or transmits, by any means whatsoever, to the manager, editor, publisher, or reporter of any newspaper, magazine, publication, periodical, or serial, for publication therein, any false or libelous statement concerning any person or corporation, and thereby secures the actual publication of the same, is hereby declared guilty of a misdemeanor, and, upon conviction, shall be sentenced to pay a fine not exceeding five hundred dollars, or confined in the county jail not exceeding six months, or both.

AUTO HONOR ROLL—The El Reno (Okla.) *American* carries a first-page box every so often, naming persons noted for their careful driving of automobiles—the opposite of the more customary "accident records."

Printers! Law Is Positive!

A CONTRACT is drawn to avoid any misunderstanding as to terms of the agreement. They must be specific. Judge Ommen, general counsel of the U. T. A. says:

"One of the things the average manufacturer prints on his letterheads is the phrase, 'we are not responsible for delays caused by strikes, fires, and other causes beyond our control.' The average person thinks those words are all-embracing. As a matter of fact, the law interprets those words in an entirely different manner. In plain English, they are words of limitation.

"In order for a printer to protect himself he should *always mention specifically the things that he wants to be free from responsibility for.*

"The printing of this clause or any similar clause does not necessarily ENTER in the contract because it is printed at the bottom of the letterhead —it must be made a part thereof."

How Many Times Do You Decide to Do One Certain Thing? Asks Sayles

Nine Points to Watch, for Printer-Journalists, by Manager of Canadian Weekly Newspaper Association

E. ROY SAYLES, Manager and Treasurer, Canadian Weekly Newspaper Association, Toronto, Ont., visits all the various divisional meetings of all the provinces of Canada. His addresses on newspaper and printing subjects invariably bring out new angles, based on experience.

"I am convinced," he writes *"NPJ,"* "that everyone who owns, operates or manages a weekly newspaper will want to be a member of his press association, local, district or national.

"Those not in active touch with these associations cannot know of the many services rendered to members, nor take advantage of the progressive and economic ideas circulated among the members.

"Following this, a good manager will want to be in receipt of publications dealing with the affairs of printers and publishers. Two or three worth-while journals coming monthly will suggest new ideas, and these when developed and sold, will increase the business and make it profitable.

"In general, local publishers have somehow or other had the reputation of being rather poor business men. Perhaps this is because in the past newspapermen have used their papers to fight one another, rather than co-operate. The distracting nature of the business has something to do with it. But the weekly newspaper manager with ideas, and the ability and perseverance to sell them, will get business, and profitable business.

E. Roy Sayles

"The paper of the past was passive. The paper of the future must be active and aggressive.

"If a schedule be made of the things to be taken care of, and followed each day, order will soon be obtained in the office. Besides budgeting his time, the good manager budgets his earnings and expenses. Rules and rates strictly adhered to are *necessary.* Local merchants must be helped with their advertising.

"A great source of waste in management is the habit of making decisions repeatedly, because of forgetting former decisions. Put plans in writing."

Mr. Sayles travels many miles annually to serve the C. W. N. A.

What More Can You Say About Your Paper? But Don't Say Any Less Than This!

Prof. E. Marion Johnson

Wisconsin University, School of Journalism
Former Newspaper Editor

Prof. Johnson correctly points out that the facts about any paper for promotional purposes may well be organized under the following five general headings:

1. *Complete statement of service rendered reader—news, market reports, etc.*
2. *Statement of the paper's ideals and policies.*
3. *The organization of the paper—how it works and why it gives best local service.*
4. *Entertaining features to be found in paper—illustrations, local features, stories, continued story, etc.*
5. *Achievements—a straightforward account of what the paper has accomplished and its platform for the future.*

Here are some of the things that should be included: Extent and character of circulation; thoroughness with which paper reports the activities of all community organizations; show how the business man can profit by following the personal items; tell about news gathering organization; give the number of rural correspondents; give examples of the usefulness of the classified advertising department; price of paper and why it is worth more.

Make a special study of the needs of your rural readers; supply these needs, and in presenting the paper to them emphasize the service rendered them. Emphasize the idea that your paper is a local paper.

Circulation is of vital importance to the editor. His success depends upon it. Advertisers pay from $3 to $8 a year to address the subscribers of the weekly newspapers in Wisconsin, and the figures hold good in many states. Circulation building is not a task that stands apart from the rest of the work of publishing a paper. It comes as a result of continuous year in and year out effort to instill readers with confidence in the service which the paper is rendering.

Good make-up sells the weekly paper to new subscribers. The paper's dress may usually be regarded as an index to its character.

About 70 per cent of Wisconsin weeklies get $2 a year, although many papers are giving enough to be worth even more than the $2.50 that several papers are receiving. As a general rule a paper charging a higher rate has a greater influence.

There seems to be no standard method used for determining just what a subscription price should be. An interesting plan which appears to be worthy of thought, was outlined to me by a Kansas editor. His method is to keep his advertising rate at a mark that will pay for the cost of publishing his paper. His profit, then, is the amount that he receives from circulation. The cost of circulation building, however, he takes from his circulation profit. He regards this expenditure as an investment.

Cash in Advance is undoubtedly the only business like system to follow. It guarantees the publisher 100 per cent circulation and it guarantees the advertiser a responsive audience. Collecting old accounts often creates ill-will

Personal solicitation may be done by any member of the staff, and while soliciting subscribers much news may be gathered. But no better method exists for building circuation than to visit the non-subscriber and give him a good sales talk.

Sample copies: A certain mid-western weekly carefully covers the meetings of every county organization. It takes care to see that the paper gets in the names of all those who attend these meetings. Nothing builds circulation like names, names connected with some worth-while news event. This paper then sends a sample copy to every non-subscriber who attended the meeting with a carefully prepared circular letter that points out the merits of the paper. Sample copies sent to a farmer who is featured in some story turned in by the farm reporter also bring like results.

When a subscriber lets his subscription lapse "sell" the paper to him with a letter that emphasizes all the worth-while features of your paper.

Interest Devices: A Missouri paper each week asked two agricultural questions of the students in the rural schools in its county—one question for boys and one for girls. It then published the best two answers received during the week and names of the students writing the best two answers in each of the school districts. It proved to be a wonderful circulation builder.

Telephone: Some papers have great success soliciting over the telephone. A young woman called up the men and a young man called up the women. They were trained to give a brief, pleasing sales talk.

Correspondents: Certain weeklies in a number of states have organized their correspondents to act as agents for the paper. They sell new subscriptions, get renewals, and even get orders for job work. They are paid a commission.

Advertising: Display advertising in the newspaper brings in returns for other business institutions in your town; *put it to work selling your own products.* Advertise circulation, news and features, achievements, advertising, job work, and equipment. Write out a sales talk for your circulation and advertising solicitor. No matter how good a paper is it won't entirely sell itself. Every newspaper has available many good selling arguments.

Selling Grocers Three-Column Ads for $2.19 Is Not a Joke on the Publishers, At All

Ins and Outs of a Plan That Is Disproving the Theory That Neighborhood Shops Are Too Small to Buy Space

OMAHA, NEBR., and WILMINGTON, Dela., are meeting the problem of the newspaper located in a city of which grocers think that is *too large for neighborhood grocery store advertising.* *"NPJ"* here reprints by special arrangement with *Business*, published by the Burroughs Adding Machine Co., Detroit, an article which tells how Omaha grocers have entered a mutual local advertising campaign, buying big-scale space with profitable results to both newspaper and grocer. The Wilmington plan is similar. Publishers can here readily get the ins and outs of the plan, for applying it in their communities, and the article will serve to help work out "group page ad plans" in any-sized city.

THE proprietor of a neighborhood grocery stands talking to a customer. The store itself is small.

"I saw your ad in this morning's paper," says the customer, "and I want to get some of those the grocer. "Nice ad, isn't it?"

"How'd you like my ad?" asks the grocer. "Nice ad, isn't it?"

On the counter beside him is a copy of the advertisement, clipped from the newspaper and mounted on a strip of cardboard. He picks it up and points a persuasive finger at one of the items.

"And how about a couple of cakes of that soap, Mrs. Smith?"

The grocer is right. It is a 'nice ad.' Three columns wide and a full page in length, it announces the list and the prices of his Saturday specials.

MR. GROCER STARTS TO USE THE ADVERTISEMENT

Impossible? No small, neighborhood grocer can afford to pay for a three-column, page-length advertisement in a city newspaper? That's true. Usually. But not in this instance.

That advertisement cost this grocer exactly $2.19.

And the advertisement is all his. Every item on its list is one of his specials for the day, and all his specials are there. Yet seventy other grocers are helping him to pay for it.

THE story, however, begins nearly a year ago, when the members of the Omaha Retail Grocers' Association began to wonder what they could do to meet the big league competition of some of the newer methods of retailing.

The new kind of competition, they knew, would wield a powerful weapon —it would advertise. It could buy newspaper space, and plenty of it, and monopolize public attention.

Having asked itself that question, the association sent two of its members on a little journey of investigation. A few months later the result of that journey appeared—an advertisement in the daily papers announced the birth of a new organization, the "Omaha Handy Service Stores."

That advertisement fulfilled three functions. First, it hammered home to the public a few arguments in favor of the neighborhood grocer as an institution—his personal relation to his customers, his standing as an essential member of the community, and his convenient and speedy telephone-and-delivery service. Next, it displayed and emphasized the emblem of the new organization, a huge hand with the index finger pointing. Finally it listed the stores entitled to display that emblem.

The list named seventy-one stores practically all of them neighborhood stores in residential districts. Membership in the organization was open to all members of the Omaha Retail Grocers' Association, as indeed, it still is. The Handy Service Stores was not a closed corporation. Any grocer was welcome.

(Please Turn the Page)

THEREAFTER, week by week, the advertisements of the Handy Service Stores appeared in the leading papers of Omaha. They were, in form, simple and effective—at the top of the page, the name and the emblem of the organization; below that, a brief argument for the neighborhood store; then a long list of the items and prices of the Saturday specials on sale in the association stores; and at the bottom of the page, the names and addresses of the member stores. A little later, when the public had grown familiar with the system and its purposes, the membership list appeared only once a month.

The seventy-one stores were divided into seven districts based upon location, the smallest section including four members and the largest fifteen. Each section elects one representative. Once a week on Tuesday night, the seven representatives meet and select the items for special sale on Saturday of the next week. But, observe this, they don't fix the prices. They merely name the items.

Immediately, in the days following, the secretary of the association obtains, from the wholesale houses, their prices on the items selected. At the end of the week he mails to the seventy-one members a list of the items for the coming Saturday, with quotations of the lowest prices received.

The letter reaches the grocers on Monday morning. When the salesmen arrive the grocer asks for their prices.

"Beans?" replies the salesman. "A dollar forty a case."

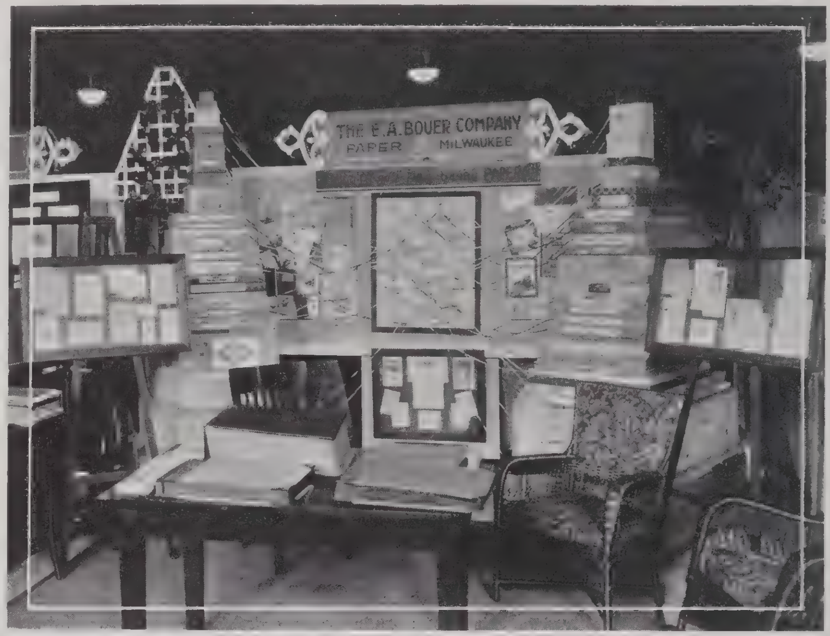
"Nothing doing," says the grocer. And he waits until there comes a salesman who offers the price quoted in the letter. In similar fashion he makes up his orders for all the other items.

On Saturday morning the grocer is ready. He has stocked the special items and arranged them for sale. But until Friday afternoon he has not known the selling prices. And that fact is important.

For the selling prices are not determined by group action. No board meets to agree on prices, for to do so would be illegal. Instead, one man, and one alone, the chairman of the advertising committee who is himself a grocer, fixes the prices at figures that he considers attractive to the public and fair to the grocers. The first notification of selling prices to reach the members of the organization comes when they, just as the public, read the Handy Service Stores advertisement in the Friday evening papers.

TELEPHONE service and delivery, those were the neighborhood grocer's talking points. And week by week, in the Handy Service Store advertisements, the neighborhood grocer has presented his case to the public.

The advertisements, moreover, are costing him little. For his yearly dues of $120 the grocer gets fifty-two advertisements. Because the two leading papers in Omaha, in which the advertisements appear, publish both morning and evening edition, the grocer is getting what amounts to two insertions in each paper, one on Friday evening and the other on Saturday morning. One hundred and twenty dollars divided by fifty-two weeks amounts to $2.19.



COUNT THE NUMBER OF PRODUCTS IN THIS ONE BOOTH

Printer-Journalists Will Find Lesson in This Compact Mill-Brand Showing

Effective Use of Restricted Space at Fairs and Expositions Is Not Such a Baffling Problem

EFFECTIVE use of restricted space in exhibiting a larger number of items at expositions and fairs of various kinds, is often a puzzle for commercial printers and allied interests.

One method of meeting this which proved very satisfactory to its users and which received much praise from those who saw it, was that used at the recent Graphic Arts exposition by the E. A. Bouer Co., Milwaukee, paper jobbers.

The theme of the exhibit was expressed in the company's slogan, *"The Home of Mill Brand Papers"* which was painted in large letters on a sign directly beneath the name of the company. The actual trade marks and the trade names of brands which the company handles were pasted attractively on a board which was placed on the back wall of the booth. Ribbons of various colors connected the trade marks and names with the products which they identified. An amazingly large number of prominent items was thus exhibited in a not very large space with remarkable effect.

The names of the following manufacturers were used in the exhibits: American Envelope Co., West Carrollton, O.; Berlin & Jones, New York, N. Y.; Champion Coated Paper Co., Hamilton, O.; Chemical Paper Mfg. Co., Holyoke, Mass.; Crocker-McElwain Co., Holyoke, Mass.; Dennison Manufacturing Co.; Framingham, Mass.; Dill & Collins, Philadelphia, Pa.; Esleeck Manufacturing Co., Turner Falls, Mass.; Gilbert Paper Co., Menasha, Wis.; Hammermill Paper Co., Erie, Pa., Kimberly Clark Co., Neenah, Wis.; Knowlton Brothers, Watertown, N. Y.; Marvellum Co., Holyoke, Mass.; Millers Falls Paper Co., Millers Falls, Wis.; Neenah Paper Co., Neenah, Wis.; Parsons Paper Co., Holyoke, Mass.; Standard Paper Manufacturing Co., Richmond, Va.; Strathmore Paper Co., Mittineague, Mass.; United States Envelope Co., Springfield, Mass.; West Virginia Pulp & Paper Co., New York, N. Y.; White & Wyckoff Manufacturing Co., Holyoke, Mass.; Worthy Paper Co., Mittineague, Mass.

AT the sides of the center board and on easels near the front and to each side of the booth were tacked samples of various kinds of mailing pieces sent out by the different manufacturers. Samples of everything exhibited were given out.

Become Idea-Minded

By John L. Meyer

BUSINESS PROGRESS is based on ideas—*used.* Like customers, ideas must be sought. Once found, they must be *served.* Ideas will make a poor business good and a good business better. If found and *used.*

"NPJ" gathers practical, tried-out ideas (*experiences*) for the benefit of printer-journalists. Hundreds of readers—a growing family of readers—are not only reading them, but applying them. They spend a little time reading *"NPJ"* while "idea-minded"—in a seeking mood. This saves taking a lot of time.

The time so saved, and the comfort gained, is twice valuable for the *application of ideas.* The plan may be compared to traveling over a paved road, with plenty of guide and warning signs.

EXPERIENCE is the great teacher. There is really no other. Applying *proved experiences*—adopting them, adapting them, adding to them, rejoicing in another's success — neither wears out ideas, nor costs the time and (sometimes) grief of attempts at self-teaching.

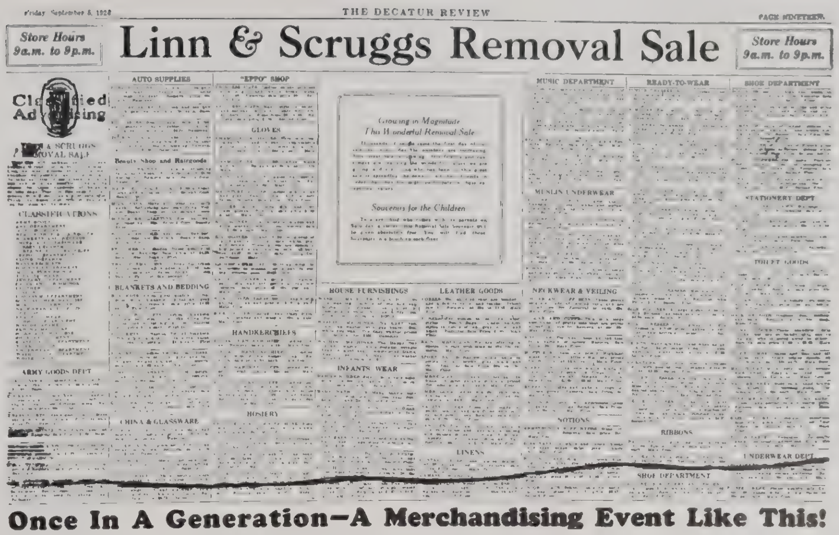
Printer-journalists are liberal in giving their fellow-workers the benefits of their experiences —their uses of the ideas of others *plus* their own amendments — and printer-journalists therefore ought as a class to be very progressive. They have no excuse for not being progressive. *Those that fall down, fail because they are apathetic, fearful, lazy.*

"NPJ" can't publish all the good ideas and experiences. It publishes a number for each department of your business, once a month. One may believe one hasn't time to study and apply all of these. But everyone has time, *at worst,* to use *some.* To the extent that this is done, a poor business will be good, and a good business better

And, also time is gained—and greater is the opportunity than in any other business in the world—to encourage comment from your customers, both readers and advertisers—to help you apply or adapt the experiences of other publishers and printers in *"NPJ,"* in your own field.

HIGH SCHOOL STUDENTS AND PAPERS BENEFIT

THE Sparta (Wis.) *Democrat* and the *Herald*, the two weeklies of that little city, are sponsoring a class in journalism with 17 students enrolled, in the Sparta high school. The students furnish high school news while learning the rudiments of newspaper work.



THE DECATUR REVIEW

Store Hours 9a.m. to 9p.m.

Linn & Scruggs Removal Sale

Store Hours 9a.m. to 9p.m.

AUTO SUPPLIES

"EPPO" SHOP

GLOVES

Beauty Shop and Hairgoods

BLANKETS AND BEDDING

HANDKERCHIEFS

Growing in Magnitude This Wonderful Removal Sale

Souvenirs for the Children

HOUSE FURNISHINGS

LEATHER GOODS

MUSIC DEPARTMENT

READY-TO-WEAR

SHOE DEPARTMENT

MUSLIN UNDERWEAR

STATIONERY DEPT

TOILET GOODS

NECKWEAR & VEILING

Once In A Generation—A Merchandising Event Like This!

Parts of the Page of Classified Used by Department Store

Store Uses Page of "Classified" in Agate for Removal Sale

Good Results From Regular "Want Ads" Fetched a Full Page; Plan Worked Out by Ad Service Department

A FULL page of classified advertising was used by a Decatur, Ill., department store in The Decatur *Review*, in connection with a removal sale, affecting every department of the business. Regular classified advertising rates were paid.

The page contained 339 separate items, and was suggested, written and arranged by the *Review* classified advertising service department. The only things on the page not specifically "classified," were the headline "Linn & Scruggs Removal Sale" at the top in 48 pt. caps and l. c., and a streamer in 30 pt. Cooper Black at the bottom, reading "Once in a Generation—A Merchandising Event Like This!"

According to B. C. Whitsitt, advertising manager, results obtained from items in the regular classified advertising columns for the music goods department encouraged the use of the full page of classified.

REPORTS OF CARRIERS AID SOLUTIONS OF PROBLEMS

DAILY *News* carriers of Omaha, Neb., have been instructed to find out why subscribers stop taking their paper. These reports reveal hidden problems and enable headquarters to put forth special efforts specifically where needed.

WHY THE DOPE SHEET MISSED TWO ISSUES

THE September *Dope Sheet*, published by J. K. Groom, Joliet, Ill., militant promoter of the welfare of newspaper advertising men and their cause,—director of national advertising of the Northern Illinois Group of dailies—reveals the reason for the absence of two recent issues: "It came mighty near being 30" for Mr. Groom. He has recovered, and writes: "That I may live long to publish the *Dope Sheet*, R. Heath Davis has been appointed western representative." This relieves Mr. Groom of much travel.

POST OFFICE ENVELOPE CONTRACT IS AWARDED

OFFICE APPLIANCES—The Post Office Department has awarded a four-year contract for supplies of stamped envelopes and wrappers, beginning January 1, 1925, to the Mercantile Corporation, Dayton, Ohio. That company held the previous contract. The new contract is at lower prices than the former arrangement. The price is well within $5,000,000, the appropriation for the present fiscal year. During the 4-year term the contractor will supply approximately 11,000,000,000 stamped envelopes and wrappers.

CARRIERS' PROBLEMS PUT UP TO THE SUBSCRIBERS

A BETTER understanding of carriers' problems and responsibilities was given to subscribers of the Fremont (Neb.) *Tribune* when a *Junior Tribune* was sent to them. Many subscribers were astonished to learn that carriers' were obliged to pay for their papers each week, regardless of whether or not they had received the subscription collections, which immediately improved. The plan can be used by publishing articles in the newspaper explaining these policies and the reasons for them.

Ready-to-Use Soliciting Methods

THE *American Paint & Oil Dealer* St. Louis, Mo., in whose home the "Paint Up and Clean Up" campaign was invented by the Clarks, has published a number of articles to encourage dealers in house paints and similar goods to use newspaper advertising, giving actual examples of successful campaigns and showing specimens of advertisements to be used.

A recent article along this line is headed, "Increasing Number of Dealers Use the Classified Columns", "Why Not Use Classified Ads?"

Exceeding the classified advertising soliciting methods of many, many newspapers themselves, the *Dealer* prints a list of concrete ideas for dealers' ads which newspaper men can profitably use as sales ammunition in calling on retailers. The article follows:

ONE copy can be written to pertain to the many different captions to be found on the classified ad page, such as "Wanted," "For Sale," "Exchange," "Vacant," "Found," "Educational," "Help Wanted," "Business Personal," "Too Late to Classify," "Information" and "Financial." Here are some suggestions:

WANTED—Seventy-five people to examine their own homes inside and outside to see how many are proud of their homes. Blank's paints and varnishes will make you proud.

EXCHANGE—We will exchange a house with a new appearance for your old one and a moderate sum of money. Call on us for figures on your house.

FOR SALE—A five-year insurance policy against the weather for your house or buildings. A man without a life insurance is running great risks. What about his buildings?

VACANT—The thousands of vacant bank accounts in the United States, due solely to a disregard for buildings, that might have been protected by paint and varnish.

EDUCATIONAL—Teach your dollars to have more cents by doing your trading at our store.

FOUND—A way to increase the value of your home and buildings. Take home some Blank Paint and Varnish.

HELP WANTED to assist in boosting the pride and good name of our fair city. Well-kept homes and buildings will bring honor to any place. Try it and see Blank Paint Co.

BUSINESS PERSONAL—We are here to serve all our customers, and those who will be our customers, in every way possible. Our many years of experience in the use of paints and wall paper are at your service. Where needed, we extend credit and do it gladly.

TOO LATE TO CLASSIFY—Too late and too many are the vast amount of bargains awaiting the acceptance of the public. You name the house or building and the color and we will name a price and a quality you cannot beat.

INFORMATION—For fear you did not know it, we have four of the most accommodating clerks in the city, waiting for you to try them out.

Cash and Ad Report Forms to Help Manager of Daily

K. A. Engel, Little Rock (Ark.) Democrat, Gives "NPJ" Readers Look at Double-Barrel System

PRINTER-Journalists at various recent conventions have expressed interest in a very efficient daily report on advertising used by the Little Rock (Ark) *Democrat*, one a report on advertising showing all classifications, and another, a daily cash report. *"NPJ"* asked K. A. Engel, manager of the *Democrat* to share his experiences and methods with his fellow-readers over the U. S. and Canada, and he promptly replied with samples of the forms and the following description:

"These daily report forms can very easily be adjusted to practically any daily newspaper and can be compiled with but very little work. In working out these forms we merely borrowed different parts of reports used by other newspapers and adapted them to our own business.

"We are enclosing both the daily financial or cash report, and also the daily advertising lineage report. We believe both reports are practically self-explanatory, but we deem it important to point out that *the advertising lineage comparison differs on the two reports.*

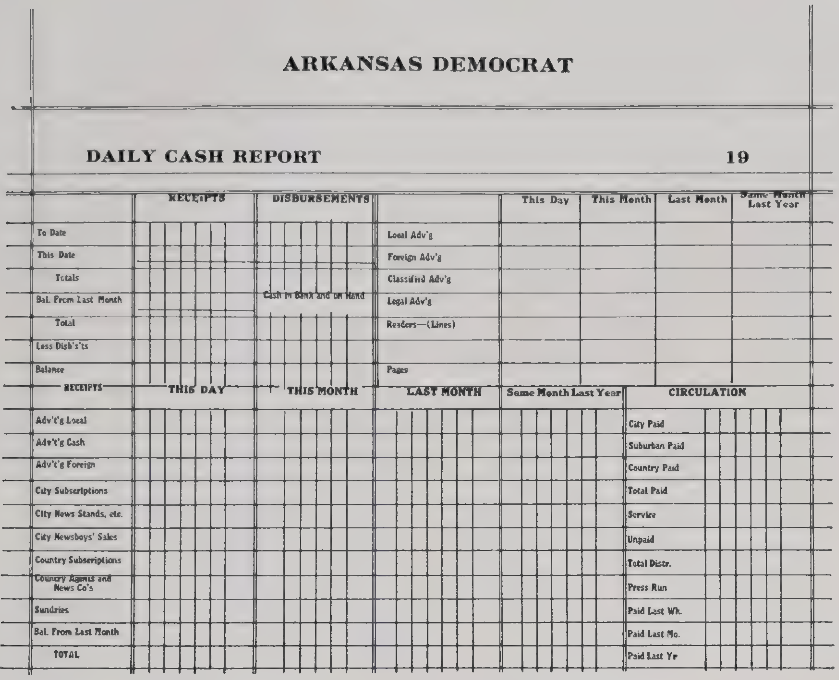
"On the financial report the comparison is based on strictly calendar dates. For instance Sept. 15, 1924, is compared with Aug. 15, 1924; and Sept. 15, 1923, for 'last month' and 'last year' figures. The comparison of the daily advertising lineage report is made with the *same week day of previous month* and the *same week day of the previous year*. For instance Monday Sept. 15, 1924, would be compared with Monday, Sept. 13, 1923, and a total for the 'same month last year' would be for 15 days up to and including Sept. 13, 1923.

"A better comparison of advertising lineage is obtained by comparing week

DAILY ADVERTISING REPORT
ARKANSAS DEMOCRAT

Day Date

	Today	Same Day Last Year	Gain or Loss	To Date This Month	To Same Day Same Month Last Year	Gain or Loss	To Date This Year	To Same Day Last Year	Gain or Loss
Local Display									
Foreign									
Classified									
Readers									
Legal									
Total Inches Paid Adv.									
Office									
Total Paid and Unpaid									
Total No. Ads Local Display									
Total No. Ads Foreign									
Total No. Ads Classified									
Grand Total No. Ads									
Pages									
Total News									
Per Cent Advertising									
Excess									



ARKANSAS DEMOCRAT

DAILY CASH REPORT 19

	RECEIPTS	DISBURSEMENTS		This Day	This Month	Last Month	Same Month Last Year
To Date			Local Adv'g				
This Date			Foreign Adv'g				
Totals			Classified Adv'g				
Bal. From Last Month		Cash in Bank and on Hand	Legal Adv'g				
Total			Readers—(Lines)				
Less Disb's'ts							
Balance			Pages				

RECEIPTS	THIS DAY	THIS MONTH	LAST MONTH	Same Month Last Year	CIRCULATION	
Adv't'g Local					City Paid	
Adv't'g Cash					Suburban Paid	
Adv't'g Foreign					Country Paid	
City Subscriptions					Total Paid	
City News Stands, etc.					Service	
City Newsboys' Sales					Unpaid	
Country Subscriptions					Total Distr.	
Country Agents and News Co's					Press Run	
Sundries					Paid Last Wk.	
Bal. From Last Month					Paid Last Mo.	
TOTAL					Paid Last Yr	

Democrat's Daily Cash Report Blank

day against week day, rather than calendar dates against calendar dates for the reason that practically every newspaper has certain days of the week when their advertising volume is a great deal healthier than it is on other days. However, on the financial report where financial statements are made monthly, the determining basis for revenue for comparison is, of course, the total lineage carried during the month regardless of how many Sundays or Fridays or any other week days happen to be in that particular month and in the previous months, and the same month the previous year."

Publisher's Wealthy Son Does Porter Work in a Pullman Car, 100 in the Shade

Interesting Clipping From The Pullman News, Edited by the Illustrious James Keeley of Chicago Tribune Fame

PULLMAN NEWS, *House Organ of the Pullman Sleeping Car System,* edited by James Keeley, for years the famous managing editor of the Chicago (Ill.) *Tribune*: "A porter was left at Parsons, Kans., and I (the Pullman conductor) was left with nine berths down and thirty people to take care of.

"I realized it was up to me to put away berths and clean up the car. I started in with the thermometer around the hundred mark. A very nice appearing young man who boarded sleeper at Parsons came up to me and said, 'Conductor, I have traveled all over this country in Pullman cars and have observed porters putting up berths, and I believe I can help you if you want me to.' I thanked him for his willingness to help me and told him to go to it.

"I found him to be no other than Kenneth McM. Dickey, eldest son of Walter S. Dickey, millionaire owner of two of Kansas City's most popular newspapers. Just before arrival at Kansas City, after a period of hard work, I held a private conference with my noble assistant. I told him if he would brush down passengers I would carry out the luggage. So we proceeded."

K. A. Engel

Little Rock (Ark.) Democrat

Rain Insurance on Ads Loses

ANOTHER slant on rain insurance upon advertising: In an eastern small city, a newspaper used this plan of covering the advertising stores against rain in connection with an "End of Season Sale," two days. Rain fell the second day. The newspaper had guaranteed the same amount of space, one week later, if it rained.

The results: The second week of free advertising interfered materially with the regular advertising of the week following the sale, and also the week following the repeat ads. With free advertising space coming to them at the end of the week, none of the advertisers used their usual Thursday, Friday and Saturday ads.

The effect of two successive weeks of the same kind of a sale also influenced unfavorably the amount of advertising in the newspaper and also the stores' business volume.

POWER OF PRINTING—Earnest Elmo Clakins, in *The Printing Art*: "In spite of the fact that they work with the material of advertising, few printers are good advertisers. * * Many shops have stopped selling *printing* and have begun selling *advertising material.*

This Town Is Dead!

By Charles Nicholls Webb

"THEY ain't no news," the sheriff said, and straightway took another chaw. "Yes, sir, the county's consarned dead, the deadest that I've ever saw. Ain't nawthin', seems like, happened here since long about Centennial year."

His words were quickly verified by doctor, lawyer, butcher, baker. All testified the town had died, except the starving undertaker. The new reporter took as truth their words—he was a callow youth.

And straightway to his paper went and told the old man how he'd fared. "This berth of mine's not worth a cent," the youth indignantly declared. "This town was buried long ago. A live man here don't stand a show."

Ye Ed just slammed that boy about the sanctum and the village green and knocked his front incisors out and beat him cruelly on the bean, and told him if he dared to quit or laid down on his present job, he'd fly into another fit and just annihilate the slob!

Then when he'd finished demonstrating, he took the lad upon his knee. In tones refined and palpitating he said, "Now son, I must agree upon one single point with you—the town is fast asleep, it's true.

"It's up to us to liven up this most idyllic, restful town. You shoot the sheriff's airedale pup. I'll blast the county building down. We'll pull off something bright each day and boost our sales and make it pay, and then, perhaps, the town will brag about our enterprising rag."

X.—AUXILIARY FORMS

COST FINDING FOR PRINTERS AND PUBLISHERS

by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

THE forms used in demonstrating each section of this course are essential to the operation of any cost system in a small shop. Recognizing the need of the smaller printer and publisher for a simple and economical general accounting system, we have supplemented the cost system forms thus far introduced with other forms in order to make the cost system perform the functions of a general accounting system. These forms are:

FORM 6, *Purchase and Expense Record for Recording Purchases.* Only that part of it which records the operating expense items is properly a part of the cost system, but it provides a record for all purchases including stock, ink, electros and other materials. Footings of the department columns are carried to FORM 10 in making the monthly summary of departmental hour costs.

FORM 5, *Sales Book or Job Register,* on which the charge is made of each completed job. It is ruled to provide a complete analysis of the cost of the job, the items of which are posted direct from the tracer or Form 2. They include the selling price, the profit or loss, the cost of labor, stock and ink and also any other items which entered into the cost of producing the job. Charges may be posted direct from this form to a personal ledger if desired.

FORM 4, *Cash Book,* ruled to meet the needs of the business. It separates the cash receipts according to the three sources of income advertising, circulation and income and the disbursements are sufficiently distributed to meet the needs of a general accounting system for a small business.

THE use of the above forms in conjunction with the regular cost system forms hitherto introduced makes it possible to construct an operating statement from information afforded by the set of cost system forms and to illustrate this is the purpose of this assignment.

THE BRIDGMAN-UNIVERSITY OF WISCONSIN-NATIONAL PRINTER-JOURNALIST SERIES—began with the *Reasons for a Cost System* published in January.

A service coupon is published each month. It should be understood that this service will be *without charge only until further notice,* and restricted by reasonable limitations as to the extent of the work or cost which may be required. The University of Wisconsin Extension Division is the donor of this service.

THOSE desiring the regular, complete University Extension Course of the University of Wisconsin, with systematic instruction in this subject by University staff members, may get all necessary information by using the coupon.

Those who desire to purchase forms ready-made, will be supplied by the University Extension Division at cost.

READERS whose subscriptions begin with this number of "NPJ" and who desire previous installments of this series, may write to the editor who will furnish back numbers at the regular "single" price of 25 cents per copy, subject to prior orders.

The operating statement shown herewith shows the total volume of business transacted, the three sources of income—advertising, circulation and printing—being each credited with its share. The inventory item refers to unfinished work, the amount of which is computed from the record of work in process from the FORMS 2 and 2N in the Tracer *Books.* The four items constitute the total production of the plant for the period. Against these are charged the items of cost entering into the production.

Inventory of unfinished work from previous period. Printers stock used in the production of commercial printing, from the footing of the stock column of the Job Register, Form 5. Printers' Ink from a footing of the Ink Column, Form 5. Newspaper stock, ink, postage, labor, plates are taken from the newspaper tracers for the period, FORM 2N.

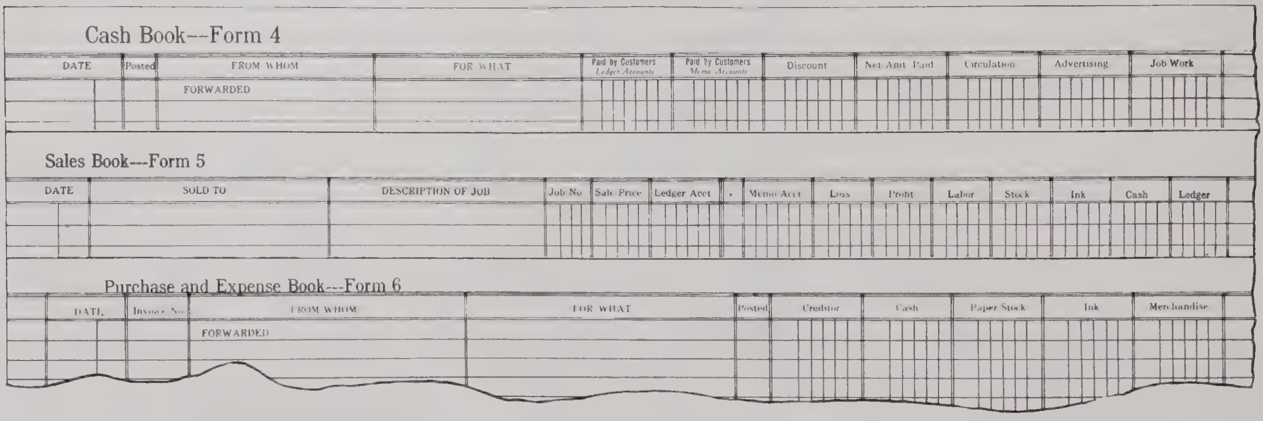
Departmental cost is the footing of the Total column of FORM 10. The last item includes all the overhead charges against the production for the period as well as the pay roll and current operating charges.

The amount required to effect a balance between the debit and credit sides of this statement represents the profit or loss in the operation of the business for the period.

THE forms thus far shown, together with a standard double entry ledger, an advertising record and a duplicate invoice form, constitute a fairly comprehensive accounting system for the small printing and publishing plant.

U. T. A. DROPS APPEAL FROM F. T. C. DECISION

THE United Typothetae of America has dropped its appeal to the Federal courts from the ruling of the Federal Trade Commission that it cease and desist from certain practices listed by the commission. The Typothetae holds that the order by the Federal Trade Commission merely forbids certain things which the Typothetae never did, or long ceased doing. An exchange of correspondence revealed that the commission did not intend to forbid the collection and distribution of "productive hour costs."



Cash Book---Form 4

DATE	Posted	FROM WHOM	FOR WHAT	Paid by Customers *Ledger Accounts*	Paid by Customers *Memo Accounts*	Discount	Net Amt Paid	Circulation	Advertising	Job Work
		FORWARDED								

Sales Book---Form 5

DATE	SOLD TO	DESCRIPTION OF JOB	Job No	Sale Price	Ledger Acct	.	Memo Acct	Loss	Profit	Labor	Stock	Ink	Cash	Ledger

Purchase and Expense Book---Form 6

DATE	Invoice No	FROM WHOM	FOR WHAT	Posted	Creditor	Cash	Paper Stock	Ink	Merchandise
		FORWARDED							

FORMS 4, 5 AND 6, DESCRIBED IN THIS ARTICLE OF THE BRIDGMAN SYSTEM OF COST FINDING

Monthly Statement
of Business Done by
The Inter County Publishing Co.

Month of September 1924

Dr.		Cr.	
Inventory	97.50	Inventory	117.40
Advertising	1250.75	Printer's Stock	150.63
		Printer's Ink	17.11
		N. P. Stock and Ink	88.72
Printing	675.42	N. P. Postage	9.21
		N. P. Labor	350.62
Circulation	229.00	N. P. Plates	11.50
		Dept. Cost	922.34
		Profit	585.14
	2252.67		2252.67

Operating Statement for One Month

INLANDERS TO HEAR OF THE EDITORIAL SIDE

PROF. W. G. BLEYER, University of Wisconsin, will talk on "Is Journalism a Profession?" at the October meeting of the Inland Daily Press Association, thus adding a feature seldom found in the larger press association meetings which are generally devoted to the business side. The meeting takes place Oct. 14 and 15, and the same week the A. A. A., the A. B. C., and the E. P. A. also meet in Chicago. Non-members have been invited to the Inland and an all-star bill of speakers and subjects arranged.

WHAT DO YOU THINK?

STANDARD examinations for composing room apprentices are proposed by a leading eastern publisher, according to a recent bulletin of the New England Daily association.

JASON ROGERS has just run a page ad in the Boston (Mass.) *Christian Science Monitor,* asking "Do you want a clean and purposeful newspaper like the old New York *Globe?*" A coupon for reply was a part of the copy.

CORRECTION

THE portrait of the late Herman Bleyer, nationally-known printer-journalist, in September *"NPJ"* was by Burt Rice, Milwaukee. The credit line was inadvertently omitted.

BARGAIN DAYS GOOD IN CIRCULATION WORK

BARGAIN circulation days by newspapers, coupled with circulars and other strong promotion methods, are resultful, according to speakers at the convention of the Pacific Northwest Circulation Managers' Association meeting at Spokane in September. Other speakers said too many prizes and premiums are being used in circulation work, the fierce competition counteracting itself constantly.

BIG JOB DEPARTMENT

THE Brooklyn (N. Y.) *Eagle* has opened its new seven-story job department building with a big housewarming, including a trip through the plant.

ELECTION STUNTS — The Taneytown (Md.) *Record* is using a mailing card advertising its job department on one side, and containing an electoral vote record by states for Coolidge, Davis and LaFollette on the other. Looks like a "permanent" ad.

HIGH MASON—George B. Dolliver, publisher of the Battle Creek (Mich.) *Daily Moon-Journal,* a live Inlander and an active N. E. A. worker, has been elected grand marshal of the Michigan Masons. Home-town lodge brothers feted him upon the election.

National Printer-Journalist Service Coupon

To University of Wisconsin, *Extension Division,*
Dr. Louis E. Reber, *Dean,*
Madison, Wisconsin.

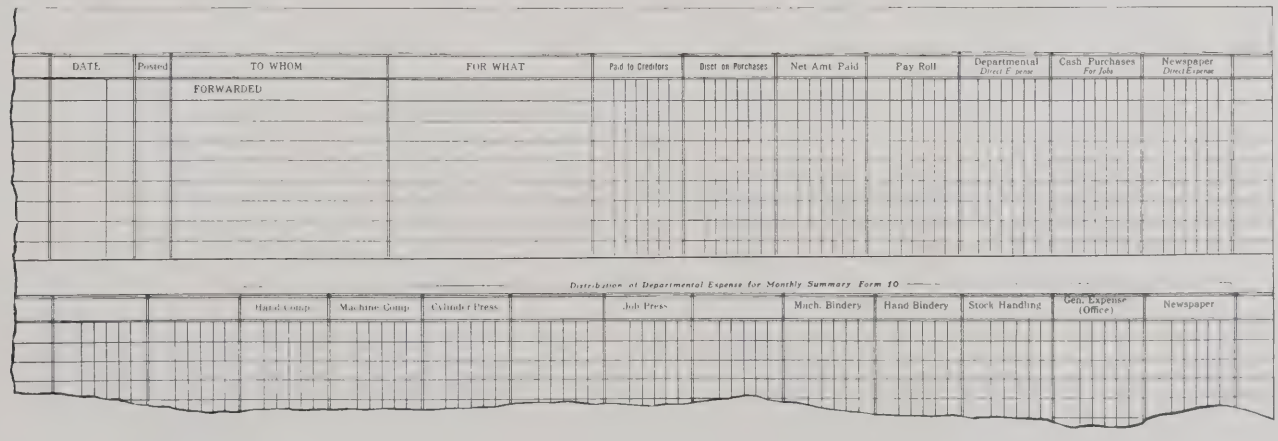
Dear Mr. Reber:

I enclose questions relative to Cost Finding Problems as a result of my study of the Bridgman-U. of W. Extension Division articles on *Cost Finding for Printers and Publishers,* in line with the courtesies which you are able to extend to readers of this magazine for the good of the craft.

(If interested in getting information about Complete Extension Course of Study on this subject,) check here: ☐

Date Mailed: *Name* ....
Name of Paper or Plant................................
.... *Title or Position*.......................................
Street, No..
.........1924 *City*....................... *State*....................

X. (Attach This Coupon Firmly to Letter)
If it is desired to buy forms, please attach separate letter.



	DATE	Posted	TO WHOM	FOR WHAT	Paid to Creditors	Disct on Purchases	Net Amt Paid	Pay Roll	Departmental Direct Expense	Cash Purchases For Jobs	Newspaper Direct Expense	
			FORWARDED									

Distribution of Departmental Expense for Monthly Summary Form 10

		Hand Comp	Machine Comp	Cylinder Press		Job Press		Mach. Bindery	Hand Bindery	Stock Handling	Gen. Expense (Office)	Newspaper	

The Author Explains the Advantages of Supplementing the System With These Forms

LOOKING THEM OVER : : : With "NPJ"

Readers are Invited to Submit Copies of Their Newspapers for a "Once-Over." This Department Purposes to Interchange Ideas Among Printer-Journalists. Criticisms on Specific Points May be Had Upon Written Requests.

DUNN, ROBINSON & McCONACHIE

S. I. E. A. CHIEFS—The Southern Illinois Editorial Association held its 1924 annual meeting and election on the steamboat *Cape Girardeau.* The cut, courtesy of the *Illinois Publisher,* shows (left to right) President I. S. Dunn, Divernon News; Vice-President Lenora Robinson, Carlinville *Democrat,* and Secretary John McConachie, Coulterville *Republican.* The editor of the *Illinois Publisher* says: "I want to especially call your attention to the smiles on the faces of the newly-elected officers." The picture was taken on the convention boat right after the election to a year of hard work, and the camera man insisted on having the group face the sun. Otherwise *"NPJ"* could not account for the expressions of the officials, severally and collectively a happy and energetic "front line" of progressive association of printer-journalists.

THROWS PARTY FOR EMPLOYES—Editor N. A. Gerig of the White River (S. Dak.) *Mellette County News* treated all employes and correspondents to a home-made dinner and an afternoon of entertainment. Part of the program was a talk by the editor in which new ways in which the paper could be of service to the community.

SEND THEM THE HOME TOWN PAPER—In a 7½ inch 2 column ad on the front page, the Minerva (O.) *News* says: "Is your boy or girl going to college? The finest thing you could do would be to send that boy or girl your home newspaper." A special reduced rate on subscriptions for college students is offered in the ad.

BRIDES AND GRADUATES EDITION—The Saginaw (Mich.) *News-Courier* issued a Brides and Graduates Edition May 25, which contained 72 pages with fine layouts, engravings, and group pictures, together with appropriate advertising matter and considerable reading.

FREE ADS FOR UNEMPLOYED—For those unemployed citizens of Baton Rouge, La., who wish to find work by means of classified ads, the *News* of that city has made an offer to supply them the service free of charge for a reasonable length of time.

INCREASES SIZE OF PAPER 100 *PER CENT*—The Johnsonburg (Pa.) *Press* increased from 6 to 12 pages in one week and is maintaining the increase. An advertisers' cut service was installed at the time of the enlargement.

ISSUES YEAR BOOK—In co-operation with the local Chamber of Commerce, the Melbourne (Fla.) *Times* has issued a year book whose editorial matter deals with Melbourne and the neighboring territory.

LOCAL HISTORIANS ENCOURAGED—For the best history of Johnstown, O., written by one of its subscribers, the Johnstown *Independent* has offered to pay $10 in gold.

HUNDRED-AND-THIRD ANNIVERSARY—The Lyons (N. Y.) *Republican,* C. H. Betts, president and publisher, has just published a special edition to signalize this event. Previous articles in *"NPJ"* have told the story of this paper in detail. The edition announced the appointment of Thomas L. Betts, nephew of the publisher, as general manager. Recent additions in the plant include an Intertype, a Kelly Automatic and a Cleveland folder. The only thing now left of the equipment when Mr. Betts took hold 27 years ago, is a desk which stands in the lobby. It had been in use 75 years.

NEW CLASSIFIED ARRANGEMENT—The Green Bay (Wis.) *Gazette* has installed an ABC indexed system of arranging classified ads. Sections such as Automotive, Business Service, etc. are arranged alphabetically. Subdivisions in the sections, such as Automobiles For Sale, Accessories, Motorcycles, etc., are numbered. The subdivision numbers begin with 1 in the "A" section and continue through other sections regardless of the particular section. An index, giving section letters and subdivision numbers facilitates allocation by the reader of particular kinds of ads.

HELPS THE CARRIERS—The Edmonton (Alberta) *Journal* recently carried a series of articles to arouse the interest of its readers in the carriers. The titles: Journal Carrier Boys Pick Up Business Training Rapidly; Carrier Boys Start at Early Age to Deliver the Journal; University Objective Almost Half Journal Carrier Boys; Ambitious Carriers Mapped Out by Journal Carrier Boys; Humor and Pathos Daily Experience of Journal Carriers; 100 per Cent Efficiency Is Aim of All Journal Carrier Boys.

Mr. and Mrs. Reader

Did you ever stop to think that this newspaper
is YOUR newspaper?
Well, it is!

The editor and all his force are working for YOU.
They want to build the kind of a paper that YOU want.
Why not help them?
What kind of news do YOU like?
What feature in the paper interests YOU most?
What features don't YOU like?
These are simple questions, but they are BIG questions with the editor.
He is spending his time and money every day and every week to make this newspaper the kind of a paper that YOU want in your home.
Why not co-operate?
If something in the paper pleases YOU tell the editor.
If there are articles that don't interest YOU, tell him, too, and tell him why.
No two communities are alike. The editor is all the time studying his town and his people.
A word from YOU now and then would help wonderfully.
If YOU have any suggestions send them in.
This is YOUR paper. Let's make it the best paper of any community in the state.

HOT SPRINGS STAR

READER-INTEREST AROUSER ADVERTISEMENT,
HOT SPRINGS (SO. DAK.) STAR, THREE
COLUMNS BY TEN INCHES

Stonewall Linen Ledger

WITHSTANDING TIME! Ancient scribes chiseled their records into stone or moulded them in clay tablets. Modern bookkeepers secure permanence for their accounts by entrusting them to STONEWALL LEDGER. This sturdy sheet offers stubborn resistance to the ravages of time. It is a deluxe ledger suitable for banks and business houses desiring the best paper available. It is equally efficient with either pen-and-ink or machine bookkeeping.

STONEWALL LEDGER is made in a variety of sizes and weights and in three colors—buff, blue and white.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

ALBANY, N. Y.	Potter-Taylor Paper Corp.
APPLETON, WIS.	Woelz Brothers
BALTIMORE, MD.	Barton, Duer & Koch Paper Co.
BIRMINGHAM, ALA.	The Diem & Wing Paper Co.
BUTTE, MONT.	Minneapolis Paper Co.
CHICAGO, ILL.	The Blunden-Lyon Co.
CINCINNATI, OHIO	The Diem & Wing Paper Co.
CLEVELAND, OHIO	Cleveland Paper Mfg. Co.
COLUMBIA, S. C.	Epes-Fitzgerald Paper Co.
COLUMBUS, OHIO	The Diem & Wing Paper Co.
DULUTH, MINN.	Peyton Paper Co.
HOUSTON, TEXAS	The Paper Supply Co.
INDIANAPOLIS, IND.	Century Paper Co.
KANSAS CITY, MO.	Kansas City Paper House
LANSING, MICH.	Dudley Paper Co.
LOS ANGELES, CALIF.	Western Pacific Paper Co.
LOUISVILLE, KY.	The Rowland Company
MEMPHIS, TENN.	Tayloe Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.
NASHVILLE, TENN.	Clements Paper Co.
NEW ORLEANS, LA.	The Diem & Wing Paper Co.
NEW YORK CITY	F. W. Anderson & Co.
NEW YORK CITY	Sutphin Paper Co.
NEW YORK CITY	Urquhart Paper Co.
NORFOLK, VA.	Old Dominion Paper Co.
OKLAHOMA CITY, OKLA.	Kansas City Paper House
OMAHA, NEB.	Field-Hamilton-Smith Paper Co.
PHILADELPHIA, PA.	Molten Paper Co.
PITTSBURGH, PA.	Potter-Brown Paper Co.
RICHMOND, VA.	Epes-Fitzgerald Paper Co.
ST. LOUIS, MO.	Acme Paper Co.
ST. PAUL, MINN.	E. J. Stilwell Paper Co.
SAN ANTONIO, TEXAS	San Antonio Paper Co.
SPOKANE, WASH.	Spokane Paper & Stationery Co.
SPRINGFIELD, MO.	Springfield Paper Co.
TULSA, OKLA.	Tayloe Paper Co.
WASHINGTON, D. C.	Barton, Duer & Koch Paper Co.
WORCESTER, MASS.	Charles A. Esty Paper Co.

EXPORT—NEW YORK CITY, American Paper Exports, Inc.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

PARAPHRASING a recent squib from the MILWAUKEE TYPOTHETAE BULLETIN, Henry M. Ellis, executive director: "A printer-journalist, who, single-handed tries to answer the questions that have already been answered by other printer-journalists is needlessly wasting his time, effort and money. When all in an industry play a lone hand in this way, it is easy to see why the whole industry might be unprofitable. Ideas, like money, accomplish more when given circulation." (That's the main mission of "NPJ"—to give circulation to good ideas, practical experiences.)

LOOKING THEM OVER

(CONTINUED FROM PAGE 34)

THAT GOVERNMENT PRINTING CONTRACT AGAIN—Says the Gibson City (Ill.) *Courier* in regard to the recent printing order placed by the Postal Department: "The Government has just contracted for twelve billion stamped envelopes and newspaper wrappers, which it will sell at retail for a trifle more than the cost of the stamps, and then throw in the printing for another trifle, beating the printers and stationers out of millions of dollars worth of business which properly should go to them. One of these days some clerk in the Postal Department will persuade Uncle Sam that it will be a great convenience to the public to sell them clothing and dry goods and groceries and other commodities at less than cost, the business being carried on in a public place visited daily by the bulk of the people, with overhead and all other expense absorbed in the postal deficit, and then the printers will have the laugh on business men who talk "buy at home" for the benefit of their farmer trade, but who cross their fingers when it comes to buying their own supplies."

SPECIAL SECTION BOOSTS BUYING CENTER—The Guthrie Center (Ia.) *Guthrian* issued a special 16 page section, printed on fine machine book stock, to boost Omaha, Neb. as a buying center. On the front page, the following introduction was printed in 18 point italics beneath a panorama view of the Omaha skyline: "Omaha is the Metropolis of the Mid-west. It is the logical selling market for live stock and grain for Western Iowa. It is also the logical buying market for many commodities. Below is a list of 'Live Wire' business firms and organizations bidding for the trade of this territory. On the inside pages of this edition are news stories of these firms and what they offer in merchandise, service and good will. Omaha buys our products; buy theirs." A general story on Omaha begins in column 1 on the front page. The section is profusely illustrated, and ads from nearly every one of the firms mentioned on the front page were procured.

COMMUNITY WELFARE EXPRESSED IN ADVERTISING—The Albany (Ga.) *Herald* has long been pointed out as paper which secures unusual co-operation from business firms in community development. The issue of September 2 presents an example of this co-operation. One 10-page section is devoted entirely to announcements of the opening of a new department store, containing not only the advertisement of the store operators, but those of firms taking part in the construction and installation of the building, and those of firms which took the opportunity to congratulate the owners of the new business. A good number of the latter concerns were competitors.

"SUN BLISTERS"—A regular department of the Poteau (Okla.) *LeFlore County Sun* called "Sun Blisters," occupies top column position on the front page. The latest "blister" deals with the manner in which printing orders are made by the city. "Poteau has something extraordinary in its city clerk," reads the item, "—a man who pays his 'personal friendship debt' with the people's money. He says he takes all the city printing to one shop because he is an old friend of the owner."

IDENTIFICATION CONTEST—A regular boxed feature appearing on the front page of the Hartington (Neb.) *Cedar County News* is headed "Do You Know Him?" Descriptions of well-known businesses are run in tabulated form. There are no awards for successful answers. It is just a plan to arouse a little interest and get a few snappy feature stories.

M. P. Rindlaub

M. P. RINDLAUB, Platteville, Wis., for many years publisher of the *Grant County Witness* of that city, in renewing his subscription to NATIONAL PRINTER-JOURNALIST, writes that he has reason to believe he is the only person living who has subscribed for *"NPJ"* continuously beginning with the very first number published by "Papa" Herbert, nearly forty-two years ago.

"For a number of years it was printed in 7x10 pamphlet form," writes Mr. Rindlaub, "and I have been much interested in the improvements that Mr. Herbert gradually made. I was loath to see it pass from the Herbert family, but I am very much pleased in the many improvements that have been made since the publication office was moved to Milwaukee."

Mr. Rindlaub retired from active newspaper work and public activities some years ago, but still retains his membership in the Wisconsin Press Association, and attends its meetings, "because I like to keep in touch with the boys," he says.

STYLES IN LETTERHEAD PAPERS—The Miami Paper Co., West Carrollton, O., is issuing circulars showing that laid Triton bond is being used more extensively for letter heads and that such papers, suggestive of the old hand-made papers, "with the appearance and feel of worthiness," are popular with business men. Announcement is made of the addition of linen finish and ripple finish to the Triton bond line.

Educational Briefs

Carroll College, Waukesha, Wis.—B. A. Hoffman appointed director Journalism.

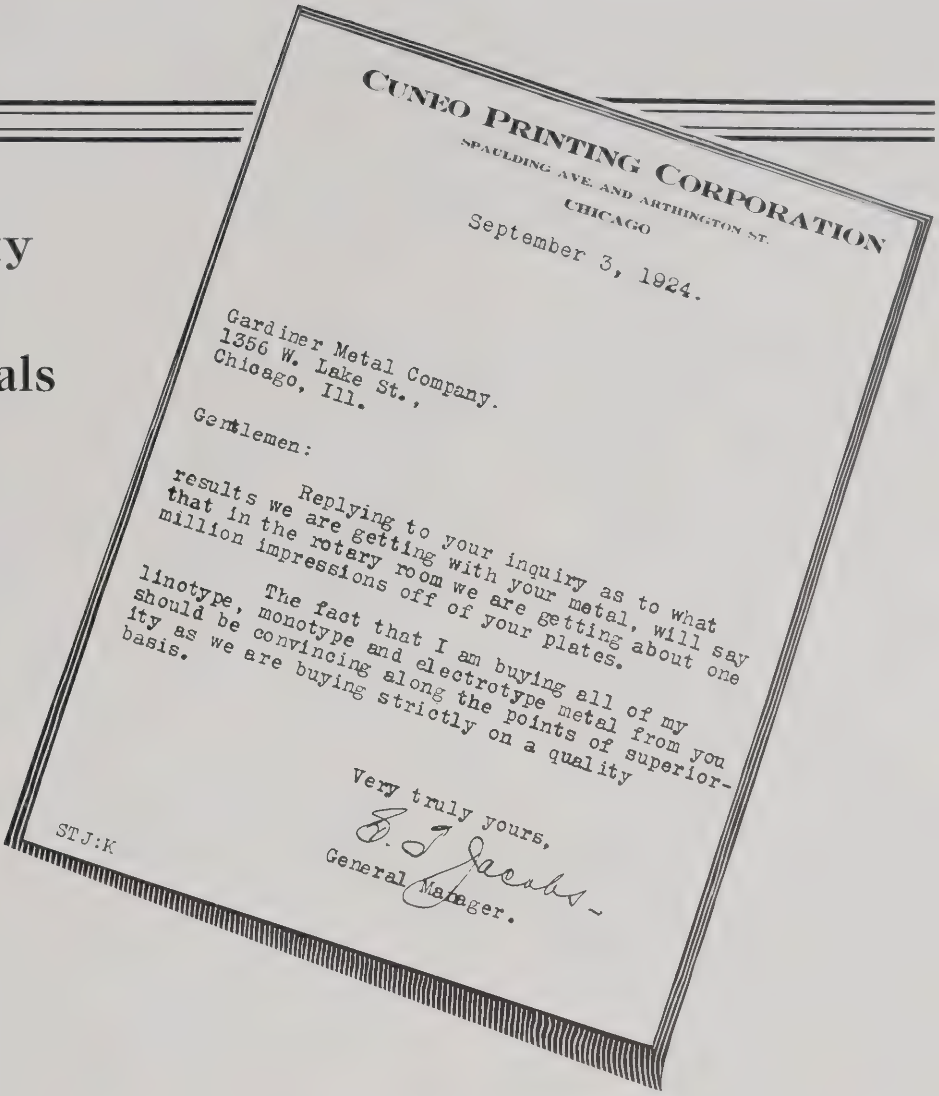
Inland Printer—Martin Heir, former editor of Typothetae Bulletin, appointed associate editor.

Iowa University, School of Journalism, Iowa City, Ia.—Charles H. Weller appointed head.

Marquette University, Milwaukee, Wis.—J. L. O'Sullivan becomes professor of Journalism and manager of the university press.

University of Oklahoma, Norman—Prof. H. H. Herbert, Journalism director, returns after a year's leave to study. Fayette Bellah, metropolitan newspaper man, has been appointed assistant professor and director of publicity.

Where Quality Metals Count Gardiner Metals Are Used



Cuneo Printing Corporation
Spaulding Ave. and Arthington St.
Chicago

September 3, 1924.

Gardiner Metal Company.
1356 W. Lake St.,
Chicago, Ill.

Gentlemen:

Replying to your inquiry as to what results we are getting with your metal, will say that in the rotary room we are getting about one million impressions off of your plates.

The fact that I am buying all of my linotype, monotype and electrotype metal from you should be convincing along the points of superiority as we are buying strictly on a quality basis.

Very truly yours,

E. T. Jacobs

General Manager.

STJ:K

Newspapers and Printing Plants Have the Same Metal Problems

Long runs plus high speed are telling factors in the life of type and plates. When one of the biggest printing plants in the biggest printing center in the United States uses Gardiner's metals exclusively make up your mind it's because they're the best and they know it.

Gardiner Metal Company

1356 West Lake Street, Chicago, Illinois

Publishers' Memo Pad of Newspaper Advertisers

ADVERTISERS AND AGENCIES

Accounts Placed

Ajax Motors Co., Kenosha, Wis.—Green, Fulton, Cunningham Co., Chicago, Ill.

American Beauty Malt Extract Co., Cincinnati, O.—Midland Advertising Agency, Cincinnati, O.

Auto Point Pencil Co., Chicago, Ill.—Lord & Thomas, Chicago.

American Tobacco Co., New York, N. Y.—Dorrance, Sullivan & Co., New York.

John Bachmann Co., Chicago, Ill.—(Herald B. pipe)—Irvin F. Paschall, Inc., Chicago, Ill.

Banff Laboratory, Inc., Chicago, Ill. (Preparation for bobbed hair)—McCutcheon-Gerson Service, Chicago.

Biflex Products Co., Waukegan, Ill. (automobile bumpers)—Green, Fulton, Cunningham Co., Chicago.

Canadian Westinghouse Co., Ltd., Hamilton, Ont., Can.—Hamilton Advertisers' Agency, Ltd., Hamilton, Ont., Can.

J. N. Collins Co., Minneapolis, Minn. (candy)—George Batten Co., Inc., Chicago, Ill.

Columbia Tire Corp., Portland, Ore.—Botsford-Constantine Co., Portland.

De Forest Radio Telephone and Telegraph Co., Jersey City, N. J.—George Batten Co., Inc.

Empire Stove & Furnace Co., Ltd., Owen Sound, Ont., Can.—Federal Advertising Agency, Ltd., London, Ont.

Fisher Knitting Co., Buffalo, N. Y. (Everwear neckwear)—Finley H. Greene Advertising Agency, Buffalo.

Genin Trudeau & Co., Ltd., Montreal, Que. (Super-Ropp tobacco pipes)—Consolidated Advertising Service, Ltd., Montreal, Can.

Gropper Knitting Mills, New York, N. Y. (neckwear)—Alfred Austin Advertising Agency, New York.

Hamlin & Adams, Los Angeles, Calif. (Slick Shaving Preparation)—N. W. Ayer & Son, San Francisco, Calif.

Hewes & Potter, Boston, Mass. (Spur ties and Bull Dog suspenders, garters and belts)—George Batten Co., Inc., Boston.

C. M. Hobbs & Sons, Bridgeport, Ind. (seeds, bulbs and plants)—Millis Advertising Co., Inc., Indianapolis, Ind.

Huntingdon Manufacturing Co., Philadelphia, Pa. (Gray Goose golf balls)—Patterson & White, Philadelphia.

Imperial Steel Range Co., Cleveland, O.—Fred M. Randall Co., Detroit, Mich.

P. Lorillard Co., Inc., New York, N. Y. (cigars, cigarettes, smoking and chewing tobacco)—Lennen & Mitchell, Inc., New York, N. Y.

Charles A. Maish Co., Cincinnati, O. (comforts)—Joseph Schmidt Advertising Co., Cincinnati.

Marietta Stanley Co., Grand Rapids, Mich. (cosmetics)—Porter-Eastman-Byrne Co., Chicago.

Norwich Pharmacal Co., Norwich, N. Y. (Unguentine)—J. Walter Thompson Co., Inc.

Peggy Ann Dress Co., Cincinnati, O.—Henry B. Flarsheim Co., Cincinnati.

Price-Hollister Co., Rockford, Ill. (Ford transmissions, brakes, etc.)—Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.

Sheaffer Pen Co., Fort Madison, Ia.—Glen Buck Co., Chicago.

Springfield Dairy Products Co., Springfield, Ill.—Millis Advertising Co., Indianapolis, Ind.

Todd Protectograph Co., Rochester, N. Y.—N. W. Ayer & Son.

Union Supply Co., Cincinnati, O. (men's shirts)—Joseph Schmidt Advertising Co., Cincinnati.

United Electric Co., Canton, O. (Ohio electric cleaners)—Nichols-Evans Co., Cleveland.

Warner Brothers Co., New York, N. Y. (Rust Proof Corsets)—Chambers Agency, Inc., New York, N. Y.

Lewis M. Weed Co., Inc., Binghamton, N. Y. (sport clothing)—Street & Finney, Inc., New York, N. Y.

M. S. Wright Co., Worcester, Mass. (vacuum cleaner)—Barrows & Richardson, Philadelphia.

SAMUEL OHNSTEIN, one of the founders of the business 22 years ago, and former president of the Photo-Engravers' Association, has been elected president of the Crescent Engraving Co., Chicago. Edward E. Modine, president of the company since 1909, has been named chairman of the board. Harry Ohnstein is re-elected secretary and treasurer. The event marks the return of Samuel Ohnstein to Chicago, after 15 years. He had served the Crescent as president for seven years, and moved to New Orleans, where he organized the New Orleans Corrugated Box Co., with plants in that city and Dallas, Tex. The Crescent has the largest wood engraving plant in this country, according to reports. It is one of the oldest engraving houses in the Middle West.

New Agencies

Finley H. Greene, Buffalo, N. Y.

Klee-Haehnle-McBreen, Inc., Cincinnati, O.—Walter Haehnle, William Kleesattel and Emmett McBreen.

Nathaniel Pousette-Dart Co., New York, N. Y.—By Nathaniel Pousette-Dart.

Thurlow Advertising Service, Inc., Boston, Mass.

O. S. Tyson & Co., Inc., New York, N. Y.—Oscar S. Tyson and L. W. Seeligsberg.

Harry Varley, New York, N. Y.

C. Louis Wilson, Buffalo, N. Y.

Agency Changes

Bellamy-Neff Co., New York, N. Y.—Miss Monte Walsh appointed manager classified department.

Doremus & Co., New York, N. Y.—Office opened at Boston.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.—name changed from Klau-Van Pietersom-Dunlap.

Porter-Eastman-Byrne Co., Chicago, Ill.—Office opened at St. Paul.

Thomas Advertising Service, Jacksonville, Fla. (re-organized)—C. C. Carr, treasurer and general manager; vice-president, Wayne Thomas; secretary, Fred Moyse.

PRESS BLANKET SUIT SETTLED—As a result of a recent decision in the suit brought by the owners of the Ellis "Automatic" blanket patent No. 1,296,782, of March 11, 1919, to enjoin the manufacture and sale of the "Economy" blanket, the patents of Theodore T. Ellis and his brother, Frank E. Ellis, have been sustained and Tingue Brown & Co. enjoined from making or selling press blankets like the "Economy" and from in any way infringing on said patent. Tingue Brown & Co. have assigned to the owners of the Ellis Patent that part of its business that relates to press blankets, printers' and newspaper supplies. Theodore T. Ellis is publisher of the Worcester (Mass.) *Telegram and Gazette.* He is also past president of the New England Daily Newspaper Association. His blanket concern operates under the name of the New England Newspaper Supply Co.—*S. N. P. A. Bulletin.*

OREGON EXCHANGES—"How many newspapermen put the same care on the appearance of their news pages as they do on the looks of a job of "commercial printing?" Those who do, profit from the neat fronts presented by their newspapers. Make a newspaper easy to read, pleasant to the eye, and you strengthen it with the readers.

"Comments That Count"

What Printers Think About Eagle-A Bond Papers

"Realizing the bond paper situation as it is today, we would gladly assist in the matter of grading the quality and eliminating many of the supposed grades and prices."

Eddy Syracuse Printing Co., Pittsburgh, Pa.

"If the printers and lithographers can be educated to the point where they will devote more of their efforts toward furnishing the customer with the right quality of paper for the job in hand, in our opinion the industry will be greatly improved."

Saml. Dodsworth Stationery Co., Kansas City, Mo.

"With the present lack of standardization and uniformity in many bond papers, the specification chart stands out as a beacon light for the searcher after quality and real value."

The Kalkhoff Co., New York City.

"Your concentrating on the manufacture of nine grades of bond paper should be highly commended by the printers of the country."

The Morning Herald, Gloversville, N. Y.

"Your idea of a specification chart is a splendid one and if it were possible for the paper buyers to be supplied with such a chart we believe it would materially reduce the number of buyers of off-brand stocks."

The Mutual Press, Inc., Hutchinson, Kansas.

"We cannot help but feel that you are rendering a great service to business managers in general and to printers in particular."

The North Central Publishing Co., St. Paul, Minn.

"If a purchaser of paper allows himself to be influenced by every new watermark and every new price on bond paper that comes to his attention he will soon find himself in such a deplorable situation that he cannot wisely advise his customers."

The Tudor Press, Inc., Boston, Mass.

"So much confusion exists in the minds of the buyers of printing today on the subject of bond papers, that by himself the printer is unable to offer a convincing explanation."

The Williamsport Ptg. & Binding Co., Williamsport, Pa.

AMERICAN WRITING PAPER CO.
Makers of Eagle-A Bonds, Linens, Ledgers, Covers,
Book Papers and Announcements
Holyoke, Mass.

EAGLE-A Bond PAPERS

MARK OF
QUALITY-STANDARDS
This watermark identifies Eagle-A Bonds

THE SPECIFICATION CHART OF BOND PAPER USES

Each of these nine grades of Eagle-A Bond Paper is produced on a volume basis, with all the resulting economy in manufacture and distribution.	The Controlling Factors in the use of all Bond Papers								
	PERMANENT			SEMI-PERMANENT				Temporary	
	Rag Content Papers							Sulphite Papers	
Chief uses of paper in modern business	Coupon Bond	Agawam Bond	Persian Bond	Contract Bond*	Airpost Bond	Chevron Bond*	Acceptance Bond	Norman Bond	Telephone Bond
Letterheads	A1	1	2	2	3	3	3		
Invoices	A1	1	2	2	3	3	3		
Statements	A1	1	1	2	2	3	3		
Checks				1	2	3	3		
Drafts			1	2		3	3		
Notes			1	2	2	3	3		
Purchase Orders		1	1	2	2	3	3		
Contracts	A1	1	1	2	2	3	3		
Receipts			1	2	2	3	3		
Inter Dept. Letters							1	2	3
File Copies							1	2	3
Acknowledgments			1		2		3		
Price Lists				1		1	2	3	
Mortgages	A1	2	3	3					
Deeds	A1								
Stock Certificates	A1	2	3						
Policies	A1	2	3	3					
Inventory Forms				1	1	2	2	3	
Requisitions				1	2	2	3	3	
M'f'g. Orders				1	2	2	3		
Receiving Reports							1	2	3
Stock Reports				1	2	2	3	3	
Time Slips							1	2	3
Memo Slips							1	2	3
Reference Booklets						1	2	3	

KEY TO ABOVE CHART

A1—Extra First Choice 1—First Choice
2—Second Choice 3—Third Choice
*Recommended for Offset Lithography

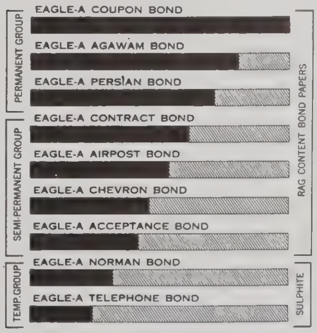
Four factors are considered in the above classifications: (a) Appearance, (b) Long Life, (c) Printing Qualities, (d) Probable Handling (in office, in mail and at destination). First choice provides maximum service; others a slight sacrifice of one or more of the above factors, as indicated in the Grade Chart.

THE GRADE CHART

The Grade Chart indicates the relative price-quality position of each of the Nine Eagle-A grades. These nine grades cover every bond paper need.

The Grade Chart supplements the Specification Chart, and will assist the buyer in determining whether a first, second or third choice should be made.

It is also an accurate presentation of the bond paper standards governing the nine Eagle-A basic grades.



Eagle-A COUPON BOND is recognized as 100%. The other grades are all shown in price and quality relation to it — represented by the solid black line (■). The shaded portion (▨) indicates the relative sacrifice in quality factors (Appearance, Long Life, Printing Qualities, and Probable Handling).

Built for the Greatest Good to the Greatest Number

Vandercook Rigid Bed Truss Proof Press

Press is Sold Either With or Without All Steel Cabinet

No.	Bed Size	Floor Space Over All	Approximate Shipping Weight	Price F. O. B. Chicago
1	13 x 18	30 x 30	Press 240 lbs. Cabinet 120 lbs.	Press $120.00 Cabinet $40.00

The processes of printing are now undergoing a marked change for the better. Printers are now demanding accuracy in plates, type, and all printing surfaces.

Builders of printing machinery are falling into line, and are striving to produce machines of greater accuracy. The "limits of toleration" that would pass a few years ago in machinery construction will not do for discriminating purchasers today.

The Vandercook Truss Press is a machine of only three moving parts, yet there are but very few machines built that are as accurate or as rigid in impression. The design of the machine, the position of the trusses, and the care and accuracy with which each of the parts of the machine are built, give results that speak for themselves.

Printers, Electrotypers and Engravers have the opportunity at our factory, 1716-22 West Austin Avenue, or display space, Transportation Building, Chicago, of operating with their own hands, and demonstrating to themselves with this machine, the great value of the accuracy and simplicity in the construction of the machine.

Printers, to whom an engravers' proof is a thing of mystery and worry, will see how easy it is to produce a "forced" or engravers' proof on this press, and also a proof that will show the exact printing qualities of the engraving without makeready.

Electrotypers will see why some careful printers "kick" because of their electrotypes, and will find out how easy it is to stop all argument with customers because of alleged defects in electrotypes.

Engravers will learn what the modern printer expects from engravings and will find out how to give their customers what they want at the lowest expense.

Printers who did not think they could afford an accurate proof press will find that the cost of the machine is no detriment to its purchase, and how easy it is for them to give a press proof from a proof press.

Patented and Made Only by

VANDERCOOK & SONS

Originators of the Modern Proof Press

1716-22 West Austin Avenue, Chicago, Illinois

"NPJ" Viziter : : A Monthly Review

NEWS LETTERS, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers* of *"NPJ"* are welcomed.

ROMANCE IN SERVICE—William P. Rose, Cambridge, Pa., is described as a publisher, manufacturer, banker, writer and lecturer. Less than 10 years ago he found metropolitan journalism a hazardous calling, with not a few selfish men in it. He bought the *Enterprise-News* at Cambridge. One day he needed a saw in his plant. He felt the investment required by the saws offered him at the time was beyond him. The Sweatsaver resulted, a product of his own plant. This was perfected and made in finished form in other kinds of shops in which Mr. Rose in interested. Meanwhile he has invested or taken part in "one thing or another" until his activities are amazingly large and various. While deep in business, he writes for magazines, lectures and occasionally sermonizes.

J. H. PALMER

F. A. HILL

F. H. DUNHAM

INTERTYPE MAKES APPOINTMENTS — Announcement has just been made by G. C. Willings, vice-president of Intertype Corporation, of the following changes in organization effective October 1st, 1924: *J. H. Palmer,* manager of the Intertype middle western branch, Chicago, has been appointed general representative, reporting to and assisting the vice-president. Mr. Palmer's headquarters will be in Chicago. *Frank A. Hill,* manager of the Memphis Branch, becomes manager of the middle western branch, Chicago. *F. H. Dunham,* New England representative, Boston, is appointed manager of the southern branch, Memphis, Tenn. Mr. Hill, before becoming manager of the Memphis Branch, was for a number of years assistant manager of the Chicago branch. Mr. Dunham, previous to being New England representative, was salesman in the New England territory.

ESTIMATING SCHOOL COMES IN—The Chicago School of Applied Estimating for Printers, has opened offices under the direction of Edward Gallaway, in the Transportation building, where a considerable number of printing machinery, equipment and service houses have now located their Chicago offices, sample and demonstration rooms. The course includes 24 lessons in 24 weeks, opening for the fall term Oct. 6. Mr. Galloway is a printer-journalist of 30 years' experience.

SEYBOLD FOLDER—Describes in word and pictures the Seybold Book Compressor and the Seybold Four-Rod Embosser. In the former books to be compressed as chucked in vertical position with bound edge against the table, the weight of the book aligning the folds for compression. The embosser has a speed of 18 to 20 impressions per minute. Two sizes are equipped with inking attachment.

DUPLEX BUILDS MORE—A third story is being added to the office buildings of the Duplex Printing Press Co., Battle Creek, Mich., to relieve the demands on the present space, according to announcement by M. M. Farley, secretary of the company. In 1920 the company more than doubled its factory buildings, and new machines have been added continuously. The entire plant is busy.

TURN TO PAGE 42

WHILE PRINTING is essentially a physical manifestation, when executed with taste and skill it touches a responsive chord in the most aesthetic minds. *Westvaco* Brand papers possess all the qualities of color, finish and substance which strengthen this appeal, because they are the result of perfect co-ordination between skilled chemists and expert paper-makers.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

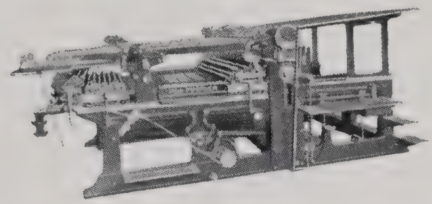
Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company

◆

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	Bradner Smith & Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	Beekman Paper and Card Co., Inc.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
Sacramento	Blake, Moffitt & Towne
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D. C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

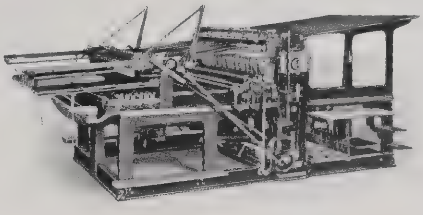
Johnsonized

Some high grade two revolution presses for fine printing — book, job and catalog work — at a real saving in cost



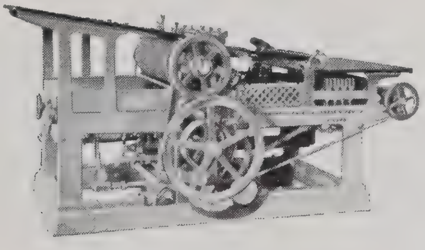
Whitlock Premier — 2 Revolution

Bed 36 x 48 — 4 form rollers — geared angle rollers — convertible sheet and fly delivery — almost new........ $3,500.00



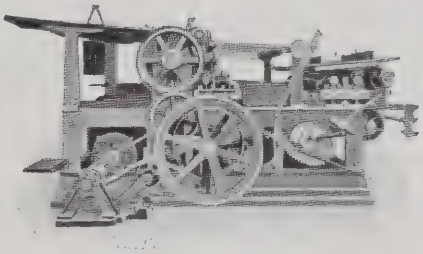
Miehle — 2 Revolution

No. 1 — bed 39 x 53 — 4 form rollers convertible delivery — both sheet and fly — good as new $3,700.00
No. 3 — bed 33 x 44 — 4 form rollers — sheet and fly delivery........ $3,250.00



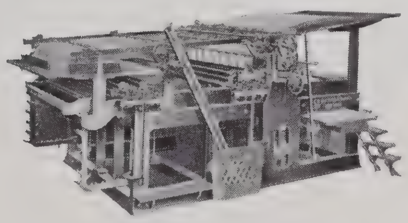
Century — 2 Revolution

Bed 43 x 56 — 4 form rollers — fly delivery $2,900.00
Bed 39 x 52 — 4 form rollers — fly delivery $2,900.00
Bed 30 x 43 — 4 form rollers — sheet delivery........ $2,600.00
Bed 26 x 35 — 2 form rollers — front fly delivery........ $1,800.00



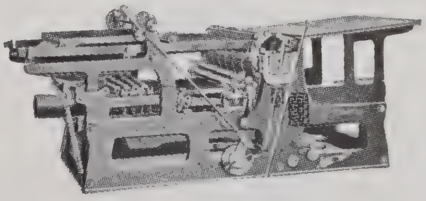
Whitlock — 2 Revolution

1-3 E — bed 27 x 39 — 2 form rollers — front fly delivery........ $1,900.00
1 — bed 29 x 42 — 4 form rollers — front sheet delivery........ $2,100.00
1 — bed 34 x 47 — 4 form rollers — front fly delivery........ $2,600.00



Cottrell — 2 Revolution

Bed 43 x 56 — 4 form rollers — combination sheet and fly delivery almost new........ $3,100.00



Optimus — 2 Revolution

Bed 29 x 43 — 4 form rollers — front sheet delivery........ $2,300.00

The rebuilding is thorough. The JOHNSONIZED guarantee is a real guarantee.

C. I. Johnson Manufacturing Company
St. Paul, Minnesota

Mentges Job Folders
Morrison Perfection Wire Stitchers
Vandercook Proof Presses

Model
No. 2
Pat. July 31, 1923

Shipped
Ready
for Use

Seasonable Advertising
Now in Order

Every newspaper and printing plant needs a saw. It must be a good one. The price must be low. This combination is found only in the

C&G TRIMMITER

The approaching holidays will bring increased advertising. Are you prepared to handle additional work? A Trimmiter in your office will help to take care of this extra business. It is an investment, and an asset ALWAYS.

When an executive of a large composing room buys a saw, he is not concerned about price. Usefulness of machine is what he is after. But when making comparisons, the C. & G. Trimmiter is invariably selected as the most useful saw and mitering machine. A number of the biggest offices have already installed these machines—replacing saws of another make.

Sold by all first-class type founders and dealers; or write direct to the maker for illustrated circular, price sheet, etc.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 40)

LISENBY M-24 JOB PRESS—Up to 4800 impressions an hour on at least 90 per cent of all 10x15 work, is the actual demonstration of this new offering by the Lisenby Manufacturing Co., 222 North Wabash avenue, Chicago. The demonstrations have included tests of "unbreakability." The M-24 is a quiet, smooth-running, flat-bed cylinder type, with make-ready cylinder, table distribution, key fountains at both ends, ink distribution with geared vibrators, plate rollers and large form rollers. It is built in semi-automatic feed with combination feeler and caliper. A double inking system permits two colors at one impression on some classes of work. The semi-automatic feed is an inbuilt device arranged to control register regardless of the experience or inexperience of the feeder; the feeder pushes the sheet under a drop roll, and from there the machine looks after the register with mechanical perfection. The effect of this on speed of operation is obvious. A new combination of paper feeler and caliper, in one mechanism, trips the impression if a sheet is missed All functions resume as the next sheet is fed in. If through careless feeding the sheets go in a quantity to the guides, the press ceases impression and inking. Simply moving a lever disconnects the inking mechanism from the trip, so inking may be accomplished while no paper is being fed. This press in demonstration with a M-24 Autofede appears to make its work 100 per cent automatic. There are only two adjustments, "less air" or "more air." The Leiman pump and blower is used. There is an automatic elevator loading 3000 sheets at a time. Paper, cards and envelopes are fed without extra attachments. The entire unit occupies only 8 ft. x 2 ft. floor space and weighs 900 pounds. A quarter h. p. motor is supplied with press and Autofede.

Chalmers Chemical Co. Graphic Arts Booth

"Phenoid" Instantaneous Type Cleaner Reaped Added Popularity at the Milwaukee Exposition Through an Attractive Exhibit Which Thoroughly Illustrated the Utility and Efficiency of the Product

HOW IS YOUR EQUIPMENT?—"Call your printers' supply salesman," said Leslie D. Hoff, president of the Leslie D. Hoff Co., Hillsdale, N. J., makers of the Hoff Combination Slitter, Perforator and Scorer Attachment, "and put before him your problems. You will find him everready to counsel. He will advise you as to the styles of type best suited for various jobs; also the stock to use. No one wants to use Bible stock for a circular for a craftsmen's outing. The ink is important; no one can get good results with the finest paper, if poor or unsuitable ink is used. A good make of roller should be used. Results cannot be good if out-of-season roller is used. If the job calls for perforation, and if an automatic attachment is used, it means not only accurate work but a profit for the printer and customer. By eliminating pieced and uneven rules, the rollers are not cut up. If slitting takes place while the sheet is firmly held by grippers, many unnecessary troubles are eliminated. Scoring is also taken care of in this way, eliminating extra impressions. In many cases it is the printer's own fault if jobs are not turned out up-to-date in style and workmanship, and jobs are lost that way. 'Oh, well, that's good enough' is never good."

TURN TO PAGE 44

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

For Newspapers ROUSE makes Newspaper Bases, Newspaper Files and Racks, Rotary Miterers among other products.

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

Makers of
the famous Rouse
Composing Sticks

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

BOSTON Multiple Wire Stitcher No. 17

MULTIPLE wire stitching shows a large saving over single head work. The No. 17 Boston was designed for check book and pamphlet stitching and handles both classes efficiently and rapidly. Two to ten heads may be mounted on the 20 inch cross head and instantly adjusted to the work.

Capacity is two sheets to one-fourth inch; speed, 200 stitches per minute for each head; one touch of the handle operates all heads in unison. The standard equipment includes two heads, flat and saddle table, centering device for saddle work.

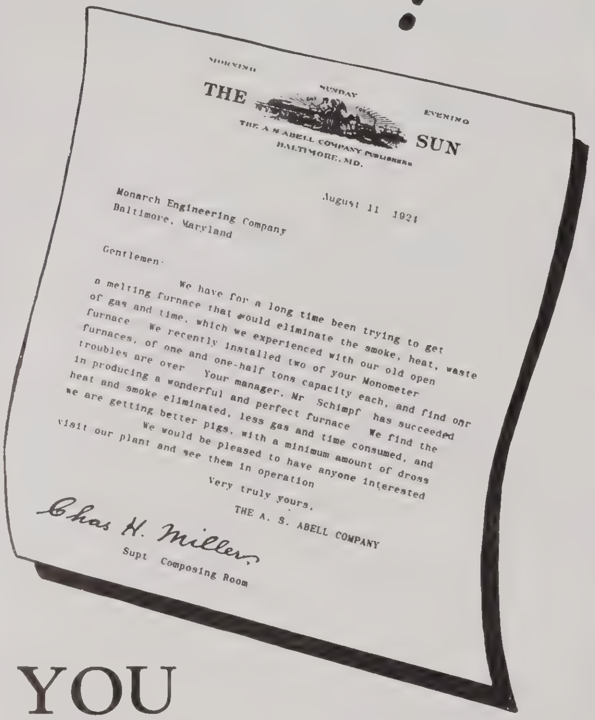
No. 17 Boston Multiple Wire Stitcher

GENERAL SELLING AGENT

American Type Founders Company

SET IN COLWELL HANDLETTER TEAGUE BORDER

Read this letter!



MORNING SUNDAY EVENING
THE SUN
THE A. S. ABELL COMPANY PUBLISHERS
BALTIMORE, MD.

August 11 1924

Monarch Engineering Company
Baltimore, Maryland

Gentlemen:

We have for a long time been trying to get a melting furnace that would eliminate the smoke, heat, waste of gas and time, which we experienced with our old open furnace. We recently installed two of your Monometer furnaces, of one and one-half tons capacity each, and find our troubles are over. Your manager, Mr. Schimpf has succeeded in producing a wonderful and perfect furnace. We find the heat and smoke eliminated, less gas and time consumed, and we are getting better pigs, with a minimum amount of dross.

We would be pleased to have anyone interested visit our plant and see them in operation.

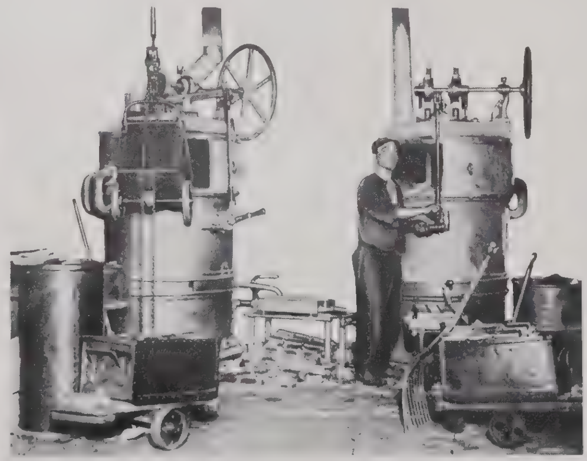
Very truly yours,
THE A. S. ABELL COMPANY
Chas H. Miller,
Supt. Composing Room

YOU

Can eliminate the smoke and heat, waste of gas and time and reduce the dross to a minimum by installing a MONARCH MONOMETER FURNACE

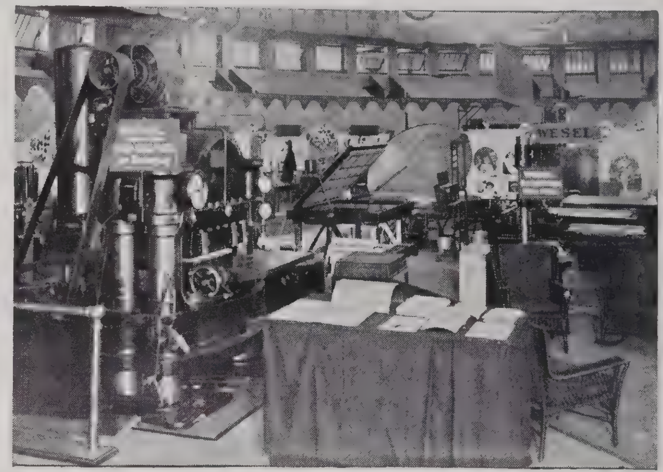
Complete information furnished on request.

The Monarch Eng. Mfg. Co.
Offices: 1206 American Bldg.
Works: Curtis Bay
BALTIMORE, MARYLAND



THE "NPJ" VIZITER

(CONTINUED FROM PAGE 42)



WESEL EXHIBIT AT MILWAUKEE EXPO

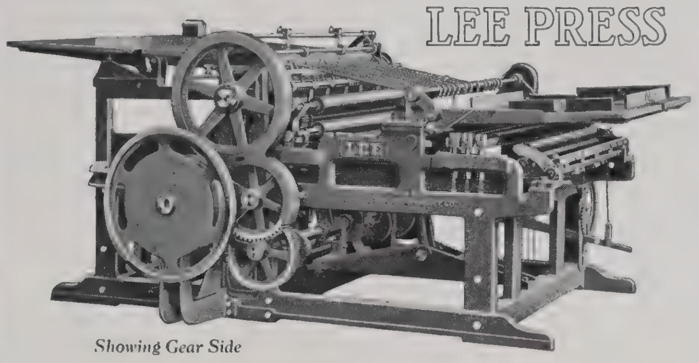
THE problems of a concern making and selling many machines, appliances, etc., in arranging an exhibit at such events as the Milwaukee Graphic Arts Show in August, is quickly apparent to anyone who has ever been called on to take active part in expositions. The F. Wesel Manufacturing Co. exhibit was the solution of a problem of this kind, and one of the expressions of practically every guest about it was that it proved "so complete and yet so comfortably arranged." F. Wesel, president of the company, spent the entire week at the expo. A. F. Hess, sales manager; Norman S. Githens, advertising manager; A. J. Kareth, manager Chicago branch; Al Meyers, western representative, and H. E. Phelps, Chicago office, were also in attendance. The Intersteeltype Mat was one of the Wesel showings, the first exhibition of this equipment, molds and casts being made in the booth. The Wesel Company has taken over the sole selling agency. Charles Everhard of the International Printing Plate Corp., inventor of the mat and equipment, was also in attendance. Fine half-tones up to 175 line, are perfectly reproduced, and the shrinkage element practically eliminated. Wesel Photo-Lith also proved a major attraction, and Frank O. Sullivan, in charge of the sales of this equipment, and the inventor, Ellis Bassist, were present. Incidentally, at the close, this Photo-Lith equipment was installed with the Progressive Fine Arts Co., Milwaukee, makers of offset negatives and plates for the trade.

DETROIT EVENING NEWS has installed a Rouse Motor Driven Rotary Mitering Machine. This machine is something new in the newspaper field, having one single purpose, mitering, and it has demonstrated a speed of nearly 4,000 accurate miters per hour. Various newspapers are finding different uses for the machine. An eastern publisher has placed the Rouse Rotary Miterer at a convenient spot in the ad-room where every compositor can miter his borders as he needs them. In another plant, it has been found desirable to put the machine in charge of one man who does all the mitering for the shop and who keeps a rack of border sorts filled constantly. The Spokane (Wash.) *Spokesman-Review* recently installed one of these machines. The Rouse is motor driven and has a double-angle cutting wheel, cutting two miters at one operation. All cutting is done from the straight strip and it is not necessary to saw borders into approximate sizes before mitering.

WHAT'S IN IT FOR YOU?—This is the title of a folder mailed early in September to 18,000 printers in the United States as another "shot" in the Columbian U. S. E. Watermarked Envelopes Campaign. A month previously, sample boxes of these envelopes went to the same list, and this mailing included copies of the four-page insert which was run in the July issue of *"NPJ"*. The latest folder points out the attraction values of the Columbian envelope boxes. "It stands out on the retail shelf like a Shriner in full regalia on Fifth avenue," says the folder. "The different-looking box is remembered." The stunt appeals to the writer of this because he has realized that untold opportunities have been lost in the field of printing-journalism through lack of attention for the packages and covers used on many articles going out of the print shop to the customer.

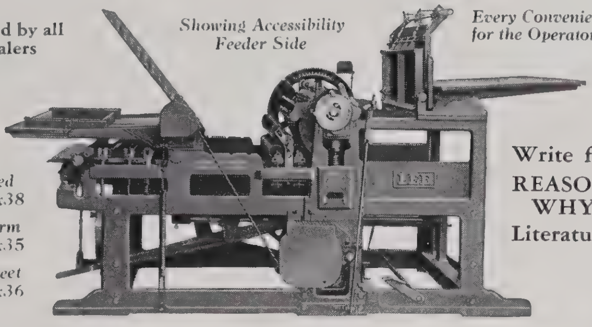
TURN TO PAGE 46

Every Printer Needs This Press



Showing Gear Side

Sold by all Dealers



Showing Accessibility Feeder Side

Every Convenience for the Operator

Bed 26x38

Form 22x35

Sheet 24x36

Write for REASON WHY Literature

The Lee Two-Revolution Press

is a simplified, easily handled, moderate priced cylinder press that will economically turn out every kind of printing done in a modern plant, from a small circular or a 10x15 Gordon form up to a 24x36 inch sheet in colors and which may call for the closest kind of register.

The Lee Press is extremely economical in first cost, in operation and in upkeep, registers perfectly at all speeds, delivering a quality product of which you may well feel proud, and above all, at the lowest possible production cost.

Manufactured and Guaranteed by

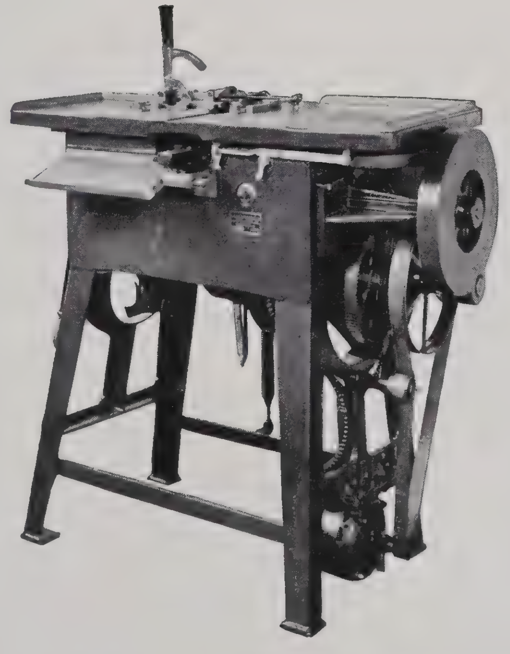
The Challenge Machinery Co.

Chicago Grand Haven, Mich. New York

In Canada: The H. J. Logan Co., Ltd., Toronto

The LUDLOW of TO-DAY

Increases Your Composing Room Facilities Without Increasing Composing Room Costs



WHILE the metropolitan newspapers and average size dailies keep their Ludlows in constant operation on display ads and heads, other printing plants are making excellent use of the Ludlow System either for job composition or for newspaper and job work combined.

Whenever it is a question of a replacement purchase of foundry type or the installation of the Ludlow System, the Ludlow has immediately been chosen, because of the many advantages it offers. The average initial payment just about balances the foundry type replacement price. Immediately after installation the Ludlow starts paying for itself.

> The Morning Herald, Gloversville, New York, writes: "The purchase of a Ludlow had been considered in place of new display type. We held up the order until we were sure it would be of real benefit. The Ludlow has improved the appearance of our paper. The distribution problem has also been simplified. We like the Ludlow from every point of view, and are sure it will save us money."

The Ludlow provides new typeslugs for every job or issue, requires no specially trained operator, eliminates hunting for sorts, cuts make-up, make-ready and running time, and provides the widest range of type-faces—from 6 to 60 point, including bold and extended. Beautiful Ludlow italics have the full-kerning effect but without any kerns to break off.

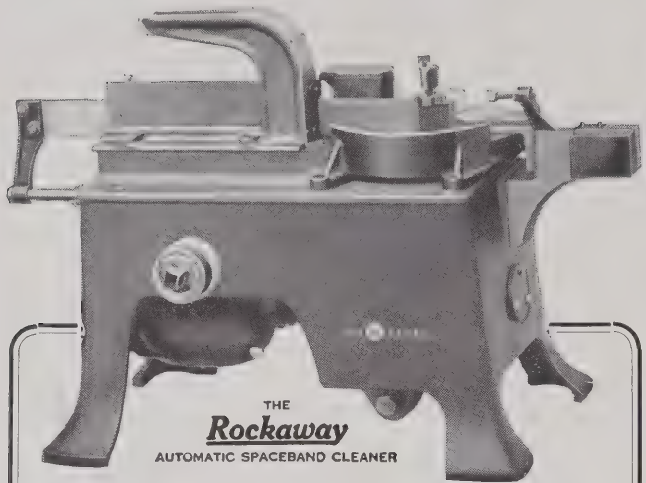
Let us show you how the Ludlow can more than pay its own way.

Ludlow Typograph Company

2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

New York
World Bldg.



Cleans Space Bands the Modern Way

The old way of cleaning space bands by hand is now obsolete. The Rockaway does it in less than one-fourth the time, and does it with uniform thoroughness, applying graphite in just the right quantity. No guess work about it. Prevents metal from accumulating at casting point.

Descriptive Circular and Prices Sent on Request.

The Rockaway Co.

3508 Grand Avenue Milwaukee, Wisconsin

ONLY 11c A DAY

A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanent service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.

227 N. Michigan Ave. Chicago, Ill.

THE "*NPJ*" VIZITER

(CONTINUED FROM PAGE 44)

NEW STYLE LINOTYPE THERMOSTAT and NEW THREE CHARACTER KEYBUTTONS—Display ads call attention to a new style Linotype thermostat and to new three character keybuttons. The new thermostat, for use with gas heated pots on the Linotype, is extremely sensitive to temperature variations and responds instantly. The valve may be easily removed and cleaned like a spark plug. A dial makes possible quick and positive adjustments. The three character keybuttons will be useful and convenient where two or more different keyboard layouts are used on a multiple magazine Linotype—for foreign language faces, Lining Gothics, and so forth. The new style keybutton is of practically the same overall size as the regular one. It is made in blank only, with celluloid caps, to cover the printed character to be inserted.

W. USHER PARSONS, of New York, has been elected first vice-president of the Lanston Monotype Machine Co.; T. Frank Morgan, second vice-president, and J. Thilman Hendrick, chairman of the board. Mr. Morgan, who has been assistant to the sales manager, now is in full charge of sales. He started in printing at 11, in his home town, Warsaw, Va., at $2.25 a *month*, studying nights for his education. In 1893 he went to work in Uncle Sam's print shop in Washington, attending law school. He received his LL.B. from George Washington University, and Master of Law from the National University, and soon became superintendent of works of the Government Printing Office. Five years ago he became assistant sales manager of Monotype. While in entire charge of the Government shop during the war, one of his big jobs was to deliver six carloads a day of printed draft forms, which he kept up for six weeks, until it was finished.

DIAMOND POWER CUTTER—A new broadside received is the first piece in a campaign covering the printing plants over the country and Canada Supply dealers are receiving an attractive 18 x 24 hanger. The Diamond has had a large and growing sale, and the Challenge Machinery Co. campaign is intended to acquaint every master printer with this equipment, whether or not a Diamond is used by him. The broadside was printed work-and-turn on a 24 x 36 sheet on the Lee Two-Revolution, demonstrating a capacity sheet for that press. The descriptions and illustrations of the various parts and efficiencies of the Diamond Power Cutter are most attractively done in the broadside.

ERNST F. BEHREND, President Hammermill Paper Co., (Annual Sales Conference)—"There must be an inevitable slowing up in building on account of the large building program of the last two years. A temporary over-production now exists in the automotive industries. While these factors will act as a check to prevent a too rapid expansion that might verge on inflation, *business must pick up because there is a high standard of living in the United States to be maintained.* Sanity in government regarding the needs of business is being developed. An unusually sound and solvent condition is now being enjoyed by the railroads. There is a better and much improved agricultural outlook."

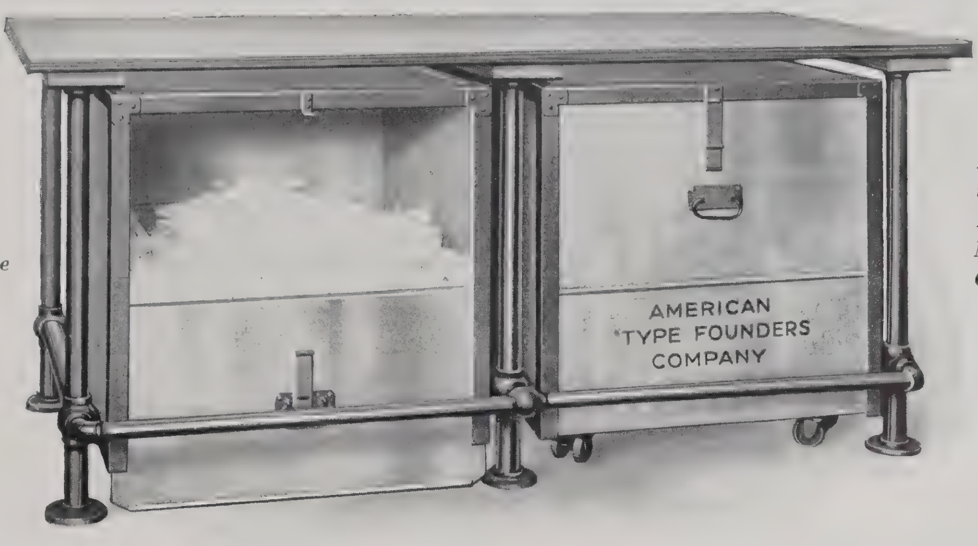
THE MILWAUKEE JOURNAL'S new home contains one of the latest style Rouse Newspaper Racks, equipped with the Rouse light-weight steel files, proving an attractive piece of furniture which caught the eyes of all of the many visitors to the new $2,000,000 plant.

The Flint (Mich.) *Daily Journal* has installed one of the largest of Rouse Newspaper Racks, this one being equipped with 18 files As already told in *"NPJ"*, these files were invented in the offices of the Philadelphia *Evening Bulletin* are manufactured by the Rouse company.

SIXTEEN INTERTYPES—The Richmond (Va.) *News-Leader* has installed a battery of 16 new Intertypes. The composing room occupies the entire third floor of a new building. The plant was laid out by James C. Drinard, general foreman of the News-Leader. The installation of the composing machines was attended by experts from the Brooklyn plant of the Intertype, and the operators stepped from the old building to the new, finding all the machines in operating order

CU' RI-OS' I-TY—The Sinclair & Valentine Co. is sending out an unusually attractive mailing piece with the foregoing headline. The subject of this is a pretty balloon girl printed in Basic Process Red, Yellow and Blue. It is punched for putting up in the office. A postal card will fetch a copy. Another mailing piece, a folder, has for its subject, "Mixing Compounds and Dryers in Inks."

CUT-COST PAPER CUTTER TABLE



Write Nearest Selling House for Descriptive Circular

Made by the Hamilton Mfg. Company

Designed by the ENGINEERING DEPARTMENT *of the*

AMERICAN TYPE FOUNDERS COMPANY

COVERING THE CONTINENT

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY

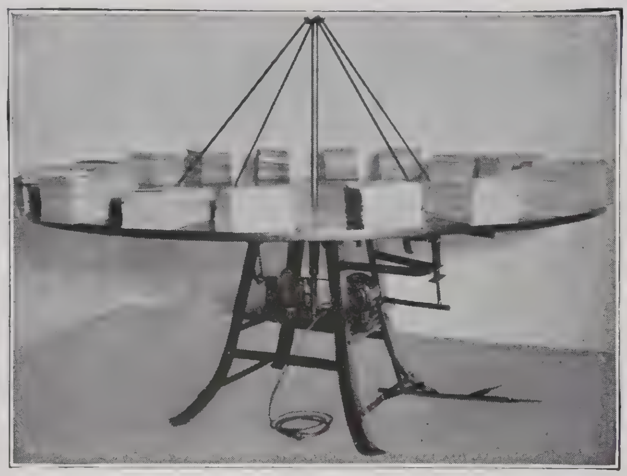
PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

Efficiency Gathering Table

Variable Speed—Rotary Table

Time and Labor Saving Device for Gathering
Book Sections or Single Sheets



The Efficiency Gathering or Assembling Table has a round top driven by a motor, worm gear and a friction disk. Entire load carried on ball bearings. It can be run at various speeds, from two to six revolutions per minute. The changing of the speed takes but a few moments. Strong and durable. Two hundred pound man can climb on table without fear of tipping.

No installation cost as all power necessary is taken from your electric light circuit. Operators can either sit or stand at their work and accomplish much more in a day with less fatigue.

There are two standard sizes of table tops. The smaller is 42 inches in diameter, supplied with slip-in sections, extending the top to 5 feet.

The larger size as illustrated has a seven foot solid top. This top is supplied with four brace rods which enables table to carry over a half ton of paper if necessary.

Three Styles—Prices $225 to $285 F. O. B. Chicago

On Exhibit at "Printing Trades Display"
Second Floor—Transportation Bldg.—Chicago.

THE EFFICIENCY BINDERY TABLE COMPANY
General Office, 12130 Eggleston Avenue, Chicago

Evidence!

A few of the many letters received from "NPJ" subscribers from all parts of the country.

"We regard the "NPJ" as the best trade paper which comes to our office. Each issue is full of real value giving ideas."

"I have many times secured ideas from your publication that pays for the subscription price many times over."

"Every issue is worth more than the price for one year."

"We are getting more than the value of a year's subscription out of each issue. It is one of the trade journals to which we subscribe, we watch for, and read carefully."

"NPJ" Readers Realize Full Return on Their Subscription Investment.

"It Pays Dividends"

Ten Tests for Ads, Which Will Help Give Service to Local Merchants

TEN TESTS to determine the value of an advertisement are offered by L. N. Flint, professor of advertising at the University of Kansas:

Will the ad be seen? Not necessarily by everybody, but by the people you are after?

Will it be read? Is it newsy, timely, interesting?

Will it create desire? Is it plausible, authoritative?

Will it be believed? Is it sincere and convincing?

Will it get results in action? Is it all pointed toward one decision?

Are the headlines as effective as possible?

Are illustration and ornament properly used?

Is the arrangement of text matter satisfactory?

Is white space effectively distributed?

Are border lines and other lines managed so as to attract and direct the eye?

◆ ◆ ◆

NEW BOOKS AND PUBLICATIONS OF INTEREST TO "NPJ" READERS

THE MIEHLE VERTICAL; *Six Lessons on Press Work for Students of Printing;* CARNEGIE INSTITUTE OF TECHNOLOGY—The subjects covered in individual pamphlets are: Characteristics of the Vertical Type of Press; Mechanical Devices and Special Features; Variety and Quality of Work; Operation and Care of Press and Feeder; Make-Ready and Running Various Jobs; and, Helpful Hints for Miehle Vertical Pressman.

ENGLISH FOR WRITERS, *Unit* 1 *Group* 12 *U. T. A. Standard Apprenticeship Lessons*—Contains ten lessons in one pamphlet, 116 pages. Every printer, editor, copy reader and copy cutter can use this little volume to much advantage. In fact, such a guide and instructor is a *much-needed* assistant upon any desk in the field of printing-journalism. It is more suitable for desk use than most of the large volumes which endeavor to cover the same ground. It makes spelling, division of words, grammatical matters, and so on, *interesting,* as well as quickly answering problems that come up every moment in the printery and editorial or advertising rooms.

EXTRA CYLINDER PRESS PROFITS, DEXTER FOLDER CO., 28 *West Twenty-third Street,* NEW YORK CITY.—Another publication of much value, freely distributed. It is a fine example of the printers' art. This booklet points out in "parables" the values of automatic machinery in comparison with "old, hard and expensive methods" in many lines of endeavor, leading up to the press room. It divides printing equipment into three classes: 1, maximum productive; 2, unproductive in some lesser degree, and 3, old or out of date. "Every minute wasted in you plant means *money* wasted," it says, "and higher costs, higher prices, harder selling and fewer profits. Some argue that the customer pays; but he only pays to a certain point; past that point the customer refuses to pay—*he* strikes—and then *you* pay." These reasonings are applied to cylinder presses. A striking fact: It is shown that a cylinder press, hand-fed, means "running a plant one year to do eight or nine months' work." The results of using Dexter feeders are exemplified in many letters from users (including some readers of *"NPJ,"* we note). The Dexter company invites writing for copies of the booklet, and free service and advice.

MANUFACTURERS, SERVICES, DISTRIBUTORS

Rex Paper Co., Kalamazoo, Mich.—Clarence A. Bradford, resigned as vice-president and assistant general manager to head his own organization in the manufacture of coated paper.

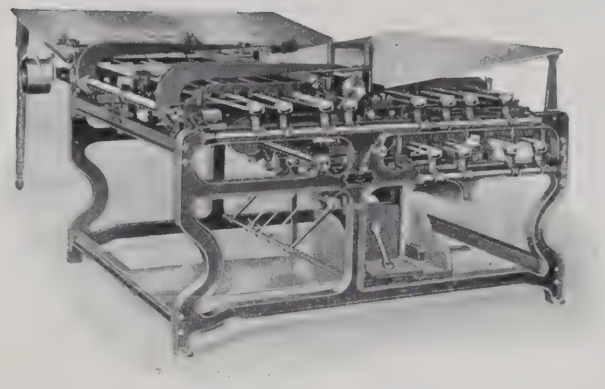
L. L. Brown Paper Co., 180 W. Randolph St., Chicago, Ill.—Charles H. Mohan appointed representative in Chicago and vicinity.

Moser Paper Co., 621 Plymouth Court, Chicago, Ill.—O. H. Runyan becomes sales manager for all territory outside Chicago

Murphy Specialty Co., Milwaukee—Now exhibiting Murphy High Speed Automatic Sealer in the Printing Trades Offices, Transportation Bldg., Chicago.

United American Metals Corporation, Brooklyn, N. Y.—Chicago office moved to Printing Trades Display, Transportation Bldg. A. S. Hall and L. W. Goldberg, in charge.

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

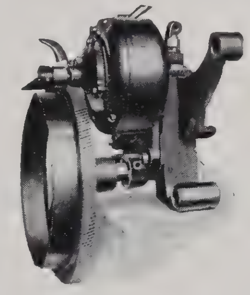
This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19" to 25 x 38"

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO
"BUILDERS OF PROFITABLE FOLDING MACHINERY"

Mr. Newspaper Publisher



Delays in your composing room caused by motor trouble can be eliminated by equipping your plant with

Cushman Improved Off-Set Motors

This motor is of sturdy construction and by means of patented features is the most reliable and efficient typesetting machine motor in the world.

Especially designed for

Linotypes, Intertypes and Linographs

Over 7,000 Cushmans in Daily Use

Let us Send You a Motor on a Thirty Day Trial Order.

Cushman Electric Co.
Concord, New Hampshire

Ben Franklin said:

"Put Money in Thy Purse"

We Have Just Closed the Following Papers
TEN CAMPAIGNS NOW IN PROGRESS

MORNING PRESS — Escanaba, Mich.
Our second campaign for The Press.
$18,499.20 Cash Business
Total Cost 38%

THE COMMONWEALTH — Somerset, Ky.
A $2.00 weekly newspaper—town of 4500
$8561.50 Cash Business
Total Cost 36%

CHRONICLE — St. Clairesville, Ohio
A $2.00 weekly newspaper—town of 1500
$5,200.25 Cash Business
Total Cost 40%

For the above three papers we added close to 5000 NEW SUBSCRIBERS.

CIRCULATION — plus GREATER INFLUENCE plus MORE MONEY IN YOUR BANK are results rendered by our service.

You Can Grow Only as Your Circulation Grows

Campaigns handled in order booked.
We can handle four more campaigns this year.
GET IN TOUCH WITH US TODAY
A Wire Will Save Time.

PACIFIC COAST CIRCULATION SERVICE
Self Financing Circulation Campaigns.
301 Bell Block Cincinnati, Ohio.

Quality—Service—Value

DAMON TYPE FOUNDERS CO.
INCORPORATED

The Only Independent Type Foundry

44 Beekman Street
NEW YORK, N. Y.

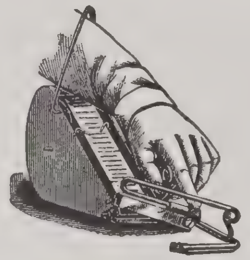
MANUFACTURERS OF

TYPE

Standard Line, Point Set and Point Bodies

Standard and Publicity Faces for the Commercial Printer

Send for Our Catalogue of Type, Borders, Ornaments and Revised Price List



THE ROBERT DICK

MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

"NPJ" Spot News Notes

D. M. HUTTON, Harrodsburg (Ky.) *Herald*—"The big value of conventions of publishers and printers is overlooked by those who claim they have not time to attend: The interchange of ideas and experiences which go on in between the valuable sessions, with their addresses and all, by little groups of members. In our county we publishers are all friends. It is not unusual for one to call another over to the next town and help solve a problem. Exchange of experience on a national scale through *'NPJ'* is far greater in value than is at present realized by many."

ASSOCIATION ELECTIONS

OHIO SELECT LIST OF DAILY NEWSPAPERS—President, Fred S. Wallace, Coshocton Tribune; vice-president, W. O. Littick, Zanesville Times-Recorder; secretary-treasurer, Charles H. Spencer, Newark Advocate. Directors: L. M. Hemminger, Findlay Republican; Frank R. Beer, Ashland Times-Gazette; F. W. Bush, Athens Messenger; T. E. Amos, Cambridge Jeffersonian.

SANTA CLARA COUNTY (CAL.) EDITORS' ASSOCIATION—President, Miss B. Downing, Santa Clara Journal; vice-president, C. M. Smith, Mountain View Register-Leader; secretary-treasurer, Clem Bradshaw, Sunnyvale Standard.

SOUTHEAST MISSOURI PRESS ASSOCIATION—President, W. E. Arthur, Crystal City, Mo.; vice-president, Dr. Brydon, Bloomfield Vindicator; corresponding secretary, Harry Crowe, De Soto Republican; secretary-treasurer, Ed Wright, Portageville Southeast Missouri.

NEW YORK STATE ADVERTISING ASSOCIATION—President, Frank A. Wood, Rochester Times Union; vice-president, L. S. Chubbuck, Binghamton Press; secretary, Russell C. Harris, Utica Daily Press. Trustees: William J. Cannon, Tarrytown News; James J. Barrett, Corning Evening Leader; Fred C. Hussey, Rochester Democrat and Chronicle.

New Enterprises, Offices and Plants

Moundville (Ala.) News—Daniel E. Draper.
Gila Bend (Ariz.) Times.
Long Beach (Calif.) Argus—Francis E. Burkhardt.
San Diego (Calif.) Independent.
Montreal (Can.) Daily Sun.
Vancouver (Can.) Economic and Financial Record—E. A. Hagen, editor.
London (Eng.) East Africa—Weekly devoted to the commercial interinterest of East and Central Africa.
Key West (Fla.)—Morning daily, John A. Lloyd.
Lakeland (Fla.) Evening Star-Telegram—Lynn W. Bloom and Harry L. Brown.
Lakemount (Ga.) Mountain Star—Lamar Rutherford, editor; Mildred Louis Rutherford, business manager.
North Vernon (Ind.) Jennings County Weekly News.
Hartley (Ia.) American.
Erie (Kans.) Gazette.
Deal's Island (Md.) Somerset Democrat—James E. Byrd.
Somerset (Md.) Democrat.
Detroit (Mich.)—Cornelius Vanderbilt, Jr.; daily tabloid newspaper.
Ashby (Minn.) Times—L. P. Rairdon.
Duluth (Minn.) Broadaxe—Arvid Queber.
Prior Lake (Minn.) News—John A. Scott.
Hendersonville (N.C.) Times—Leroy Sargent.
Buffalo (N.Y.) Herald—P. N. Noll.
Douglas C. McMurtrie, Inc., New York, N.Y.—New printing business by Douglas C. McMurtrie.
Scranton (N.D.) Star—George H. Holton.
Mansfield (O.) Daily Journal.
Hanna (Okla.) Times—J. T. Berry.
Sasakwa (Okla.)—New weekly by J. W. Woods.
Oakridge (Ore.) Review—Arthur W. Priaulx.
Valley (Wash.) Valley Record—Albert Denton Merritt.
Genoa (Wis.) Broadcaster.
Laramie (Wyo.) Albany County Democrat—E. E. Watkins.
Manville (Wyo.) Herald.

Additions, Rebuildings, New Homes

Fortuna (Calif.) Beacon—Complete printing plant bought to replace fire, August 10.
Fruitvale (Calif.) Argus—Job printing department added.
San Francisco (Calif.) Recorder Printing and Publishing Co.—Completed new home.
Hollywood (Fla.) News—Moved into new home.
Harrisburg (Ill.) Daily Register—Building new home.
Long Beach (Calif.) Press—To erect new four-story building.
Harrisburg (Ill.) Daily Register—Erecting new building.
Rock Island (Ill.) Argus—Erecting new $300,000 home.
Burlington (Ia.) Hawkeye—Building, $100,000.
Rock Island (Ia.) Argus—Building, $300,000.
Lowell (Mass.) Courier-Citizen—Moved into new home.
Chisholm (Minn.) Tribune-Herald—Erecting new $8500 home.
Superior (Neb.) Express—Moved into new building.
Roseburg (Ore.) News-Review—Bought new home.
Shamokin (Pa.) Dispatch—Remodeling completed.
Montrose (S.D.) Herald—Erecting new home.
Kingsville (Tex.) Publishing Co.—Complete new equipment installed; fire.
Palestine (Tex.) Daily Herald—Building, $12,000.
Marshfield (Wis.) News—41x44-ft. addition to accommodate new Duplex.

GREETING CARDS

Engraved from Steel Dies so type can be used for adding name.

* * *

CALENDAR CARDS

to fit 6¾ Envelope in four colors of stock, furnished with Calendar Steel Die Embossed or printed in the regular way. Send for samples.

* * *

AMERICAN EMBOSSING COMPANY

192-96 Seneca Street · BUFFALO, N. Y.

Don't "Pig" Metal

MONOMELT SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

THE POWER of the PRINTED WORD

Ernest Elmo Calkins, dean of American Advertising men, paints a vivid word picture of the unlimited power of the printed word in a powerful article under the heading above, appearing in the September number of

The Printing Art

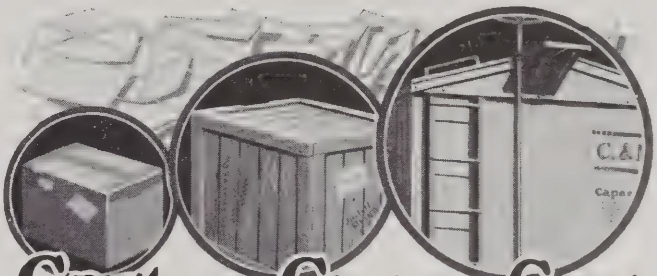
Mr. Calkins tells, from experience, the purpose, the possibilities and responsibilities of the printer, and, lifting the veil, gives a vision of the future. The printer who is dissatisfied with his present conditions, uncertain of the future, looking for ways and means to improvement, will find this article just what he has sought.

In addition to the foregoing, The Argus Company, printers of Albany, give many concrete examples of magnificent results for themselves and their clients through following the principles of

Robert Ruxton

who writes advertising-selling truths for each issue of the magazine. Send forty cents (45c in Canada) in U. S. stamps or coins for this 100-page September number.

The Printing Art
Dept. C
Cambridge, Mass.
Near Harvard Square



Carton, Case or Car

—look to Western States for the greatest—or least—of your envelope needs

There is no such thing as being too little—or too big—for Western States Service. The carton order for a few thousands commands the same interest and action as the call for a case or a carload.

Twenty years of close trade study, and a *ready-to-ship* stock of ten million envelopes in nearly 600 staple and unusual styles ought to prove to you that we have probably *anticipated* the answer to your problem. Big or little, let 'em come.

Price list No. 27 is a liberal education in better envelope service—and profits. A letter brings it.

The Western States Envelope Co.
South Water from Clinton to Ferry Sts.
Milwaukee Wisconsin

The Shop-o-scope
TRADE MARK

There's a name to conjure with — the name of our greatest Christmas plan for the promotion of holiday classified business!

It did more than a half-million dollars' worth of business — actual figures — for the two hundred and twenty-five newspapers that used it last year. It caught on with holiday advertisers and with the public as no other Christmas advertising campaign ever had.

And this year we expect to see the new Shop-o-scope Campaign for 1924 double the amount of holiday business done for the newspapers of the country. It comes complete with campaign portfolio, thirty-one mats, dealer booklets, ready-written ads, sales helps and full instructions.

Write today for the sample layout of this most remarkable and profitable of all Classified Campaigns. Make sure of the best Christmas season your classified columns ever had!

The Basil L. Smith System, Inc.

Otis Building **Philadelphia, Pa.**

Reprints of Articles

Appearing

in

National Printer-Journalist

may be ordered from

The Trade Press Publishing Co.
129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints

1 Page—$ 7.50 first 1000 or less
2 Page—$11.50 first 1000 or less

Quotation for larger quantities on application

Your Editorial Page

LETTERS FROM OUR READERS

LORNE A. EEDY, *President, Canadian Weekly Newspapers' Association; Publisher, Walkerton (Ont.) Telescope*—I have been much interested in recent copies of *"NPJ"* and am impressed with the thoroughly practical service you are rendering. Am enclosing money order for $2. * * We are rather proud over here in Canada of the progress of our association. We now have a membership of 557 newspapers, which contribute from $15 to $40 a year, according to circulation. Every year at convention time we make a trip, and we have just returned from a two months' trip to Europe, in which 171 of our people took part. We wish you every success in the good work you are doing.

F. M. JOHNSON, *Lowell (Mich.) Ledger*—At a meeting of the Michigan Press Association last winter, a speaker said that after an investigation of a large number of Michigan weeklies, he believed that only one in ten made any effort to conduct a department of editorials, a conclusion that my own observations warrant. Do you not think that editorial writing by small town newspapermen should be encouraged, rather than the contrary?

A. B. CARGILL, *General Manager, Milwaukee (Wis.) Sentinel*—I want to take the opportunity while renewing my subscription of saying that your publication has been very interesting to me and has been helpful in many ways, because of the splendid articles it has contained on business methods employed in newspaper plants. (Mr. Cargill has just resigned, to become assistant publisher of the Omaha (Neb.) *News.)*

IVAN D. LONG, *Liberty (Neb.) Journal*—I read the PRINTER-JOURNALIST through the first two evenings I have it after it arrives. I always stop work to see what is in it as soon as it comes, before opening any letters even. The magazine has done me lots of good and is one of my text books. I study it and have applied many ideas from it to my own business.

H. R. COCREHAM, *Signal Publ. Co., Crowley, La.*—I have never read any publication that I enjoy more than NATIONAL PRINTER-JOURNALIST. There is never a month that I do not pick up some idea that is very valuable to our plant.

ASSOCIATION DATES

October

ILLINOIS PRESS ASSOCIATION, 9-11, at Champaign-Urbana.
UNITED TYPOTHETAE OF AMERICA, 15-18, Chicago.
TEXAS CIRCULATION MANAGERS' ASSOCIATION, Dallas.
INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 29-31, Pittsburgh.
INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 13-14, Chicago.
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 16-17, Chicago, Ill.
AUDIT BUREAU CIRCULATIONS, 16-17, Chicago.
INLAND DAILY PRESS ASSOCIATION, 14-15, Chicago.
PENNSYLVANIA WEEKLY NEWSPAPER ASSOCIATION, PENNSYLVANIA ASSOCIATED DAILIES and PENNSYLVANIA EDITORIAL ASSOCIATION, 3-4, Stroudsburg.
POSTER ADVERTISING ASSOCIATION, INC., 13-18, Detroit.
NATIONAL PUBLISHERS ASSOCIATION, 7-8, Briarcliff Lodge, Briarcliff Manor, New York.
EMPLOYING PRINTERS' ASSOCIATION OF THE UNITED STATES, 13-14, Chicago.

November

MICHIGAN UNIVERSITY PRESS ASSOCIATION, 20-22, Ann Arbor.

June 1925

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs, Colo.

STATEMENT of ownership, National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of October 1st, 1924. Management. Publisher, H. A. Apple, 790 Farwell Ave.; Editor, H. A. Apple, 790 Farwell Ave.; Managing Editor, John L. Meyer, 226 - 33rd St.; Business Manager, P. C. Treviranus, 740 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave. Ownership Trade Press Publishing Co., Inc. List of stockholders holding 1% or more: H. A. Apple, 790 Farwell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farwell Ave., Milwaukee, Wis.; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C. Treviranus, 740 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 12th day of September, 1924. B. H. Boettcher, Notary Public. My commission expires March 20, 1927.

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good

**MARGACH
METAL FEEDER**

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding; 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

SPARTAN
TYPE METALS

SPARTAN TYPE METALS ARE UNIFORM, ECONOMICAL and POSSESS LONG LIFE.

The correct alloying of the component metals under the supervision of an expert metallurgist assure these characteristics.

Forty years of experience in the processes of type metal manufacture have taught us many things all incorporated in Spartan.

FOR
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype
All Special Feed Bars

Since 1866

MERCHANT & EVANS CO.
PHILADELPHIA

SOME OF THE USES of the Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings Requires no oiling

"We use it on press folder to get the 'paper dust' out, and find it O. K."

"We use it to keep dust out of our type cases."

"We use it to blow dust from the keyboards, magazines and motors."

"We use it to keep our electric motors clean and efficient."

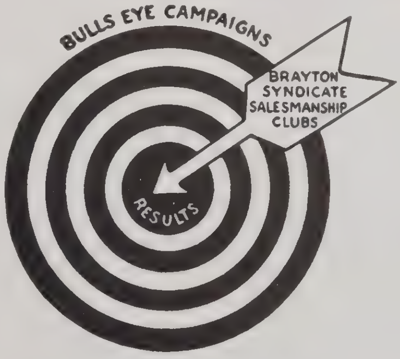
"After the linotype machinist and pressman are through with it, our janitor uses it to remove dust and dirt from radiators and other places difficult to clean in ordinary way."

Descriptive folder giving price, names of users, etc., supplied on request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

Cash-In-Advance

Circulation Campaigns



The Pikeville, Ky., News—a $1.50 weekly newspaper published in a town of less than 3,000 population—took two minutes to answer an advertisement like this.

They got $16,718.50 CASH, and increased their circulation from 1,200 to 5,300, as a result.

Other daily and weekly newspapers have greatly increased circulation and realized from $6,000 to $30,000 cash by virtue of a Brayton Syndicate campaign.

Our "Salesmanship Clubs" are self-financing and personally conducted.

Now booking for the best time of the entire year: October-November. Write or wire for particulars.

THE BRAYTON SYNDICATE
The Old Reliable . . . 20th year . . . 1903-1923

**223 Oxford Building,
Washington, D. C.**

**Suite 500—
17 N. La Salle St.
Chicago, Ill.**

Throw Away Your Glue Pot!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. Beware of Imitations! — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920, Other Patents Pending)

A Flexible Tabbing Compound

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

PRINTER'S EQUIPMENT

OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years' experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery

485 BROADWAY, MILWAUKEE, WISCONSIN

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

Saves Eye-sight Strain

Cuts Errors 50%

Particulars on Application

Matrix Contrast Corporation

33 West 42nd Street New York City

WOOD TYPE

Five Gothics and two Cheltenhams in 6, 8, 10, 12, 15, 18, 20 and 24-line all ready for *immediate* shipment.

Empire Type Foundry

Buffalo, N. Y. Delevan, N. Y.

THE SIMPL-O CASTER

Is a Complete

Stereotype Outfit

Burns Gas or Gasoline

Anyone can operate — Casts from ordinary mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

72^{50}

SOLD ON EASY PAYMENTS

SIMPL-O CASTER COMPANY

PARK BUILDING CLEVELAND, OHIO

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelieveable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

"NONWORKUPABLE" COLUMN RULES—Fifteen 24-inch rules, $3; 100 ft., 2 pt. hairline, $4. Our metal rules have never been equaled. Est. 1920. We grow because our product satisfies. W. E. Taylor Co., 213 W. 40th St., New York City.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatlin Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

THE FAMOUS SWEAT SAVER $38.50

The saw with the sliding table top is now thoroughly established as the basis of value in the printing field. Saws and trims machine slugs, mounted or solid metal plates, and all usual materials to pica and nonpareil measure.

Price quoted is on basis, cash with order. You pay no cost of sales force, collection, deferred payments or bookkeeping.

Write for descriptive circular and read our guarantee and list of testimonials.

Standard Trailer Company
Cambridge Springs, Pa.

Young Man With Job Printing and Newspaper Reporting Experience Wanted

HERE is an exceptional opportunity for a bright young 100% American newspaper reporter or advertising man, 23 to 25 who has had some actual job printing experience, and has at least a good high school education. One who knows how to use words concisely and well, but who also knows the probable limitations of his opportunities in the newspaper field. For such a man there is an exceptional opening in a substantial Chicago printing machinery manufacturing company, as assistant to the Advertising Manager. In addition to his writing ability, this man must have a good mind for details and be able to get things done. **In answering, address Box J-1, NATIONAL PRINTER-JOURNALIST.** Give full details in first letter, also enclose photo and copy which you have written yourself, and state salary expected.

FOR SALE—MACHINERY

FOR SALE—Linotypes. Model 1, $600. (Good terms). Model 5, 1250. Model 14, 2650. Model A. and B. Intertypes. All machines sold under good guarantee. Over 30 machines for your selection, with electric or gas pots, 50 fonts of matrices; from two large plants now being sold. Other bargains. Peckham Machinery Company, (12 years Linotype sales). Plant Sale Specialists. Broadway at 34th Street, New York City.

FOR SALE—Huber two-revolution press, 40 x 60, fine press for newspapers, will print four 7-column pages at once, carefully overhauled and guaranteed to do good work. $1,150 f. o. b. New York. Mention No. 540. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines for sale "Used but Good.") Let us know your wants.

*** JOB PRINTER STEREOTYPE MATS ***

Instantaneous impression of any form made on a Job Press, Potter or Vandercook proof press or Washington Hand Press. Mat and plate can be made in five minutes.
AFCO Dry Flong***No other like it in the country. Standard package—24 sheets 10x12 AFCO Job Flong Gummed AFCO packing—AFCO molding Blanket and complete instructions**** $5.00 C. O. D. If it is used for Stereotyping we sell it.
American Flong Co., 202 West 20th St., N. Y. City.

HELPS FOR COMPOSING ROOMS

PRINTERS AND PROOFREADERS will find a valuable aid in "How Divide the Word," handy vest-pocket size booklet (3x5¾ inches), now in its second edition—8,000 words in most common use showing their correct division into syllables, as well as spelling; no rules, but exact divisions shown; 104 pages clothbound. $1.00 postpaid. A. A. Mayerstein, 512 Ferry Street, Lafayette, Ind.

Cline-Westinghouse Interchangeable Electric Motor Drive

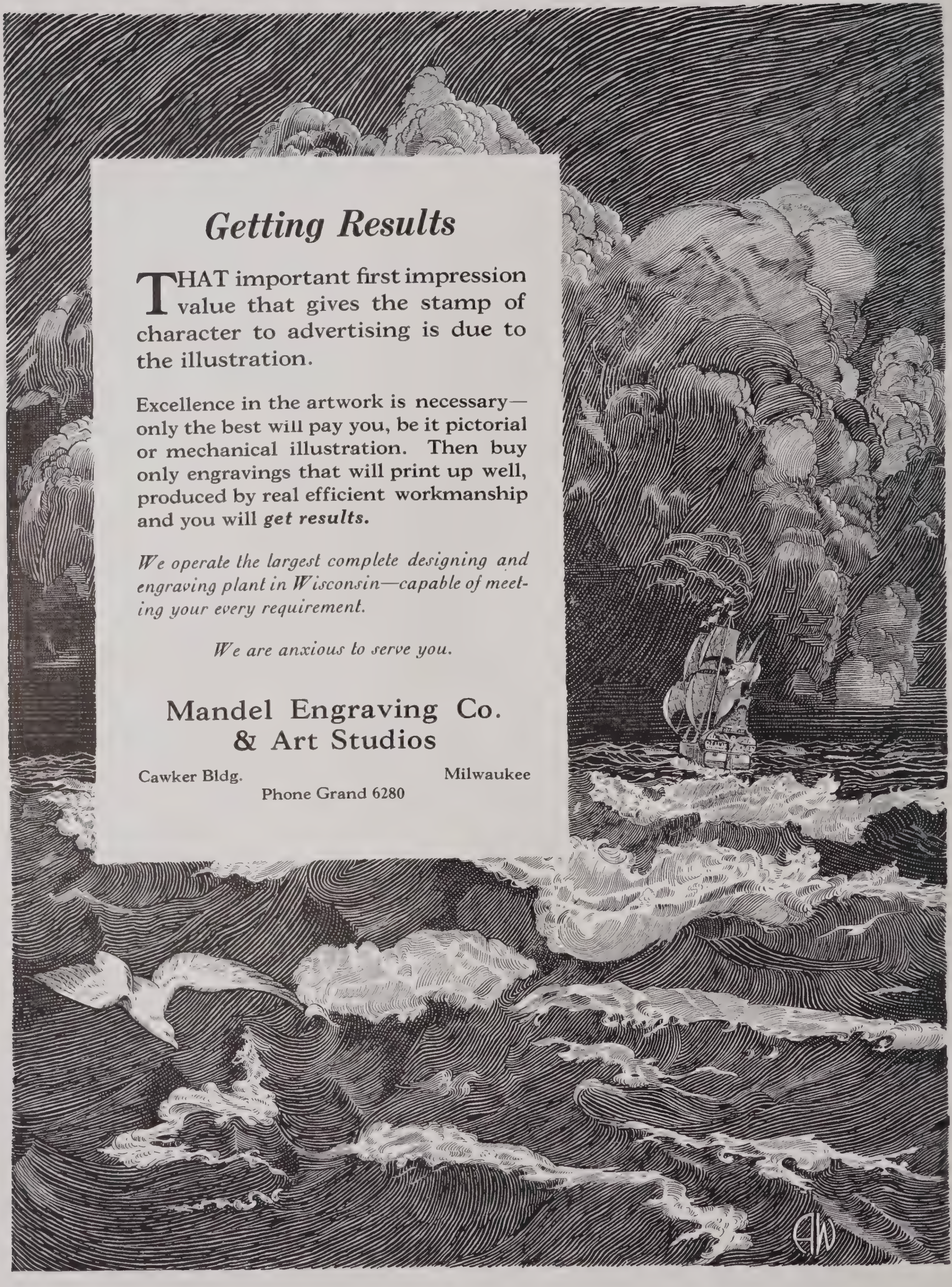
FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK



Getting Results

THAT important first impression value that gives the stamp of character to advertising is due to the illustration.

Excellence in the artwork is necessary—only the best will pay you, be it pictorial or mechanical illustration. Then buy only engravings that will print up well, produced by real efficient workmanship and you will ***get results.***

We operate the largest complete designing and engraving plant in Wisconsin—capable of meeting your every requirement.

We are anxious to serve you.

Mandel Engraving Co.
& Art Studios

Cawker Bldg. Milwaukee
Phone Grand 6280

OLIVER CROMWELL

QUALITY BUILT IN

CROMWELL

Special Prepared Tympan

Unconditionally Guaranteed

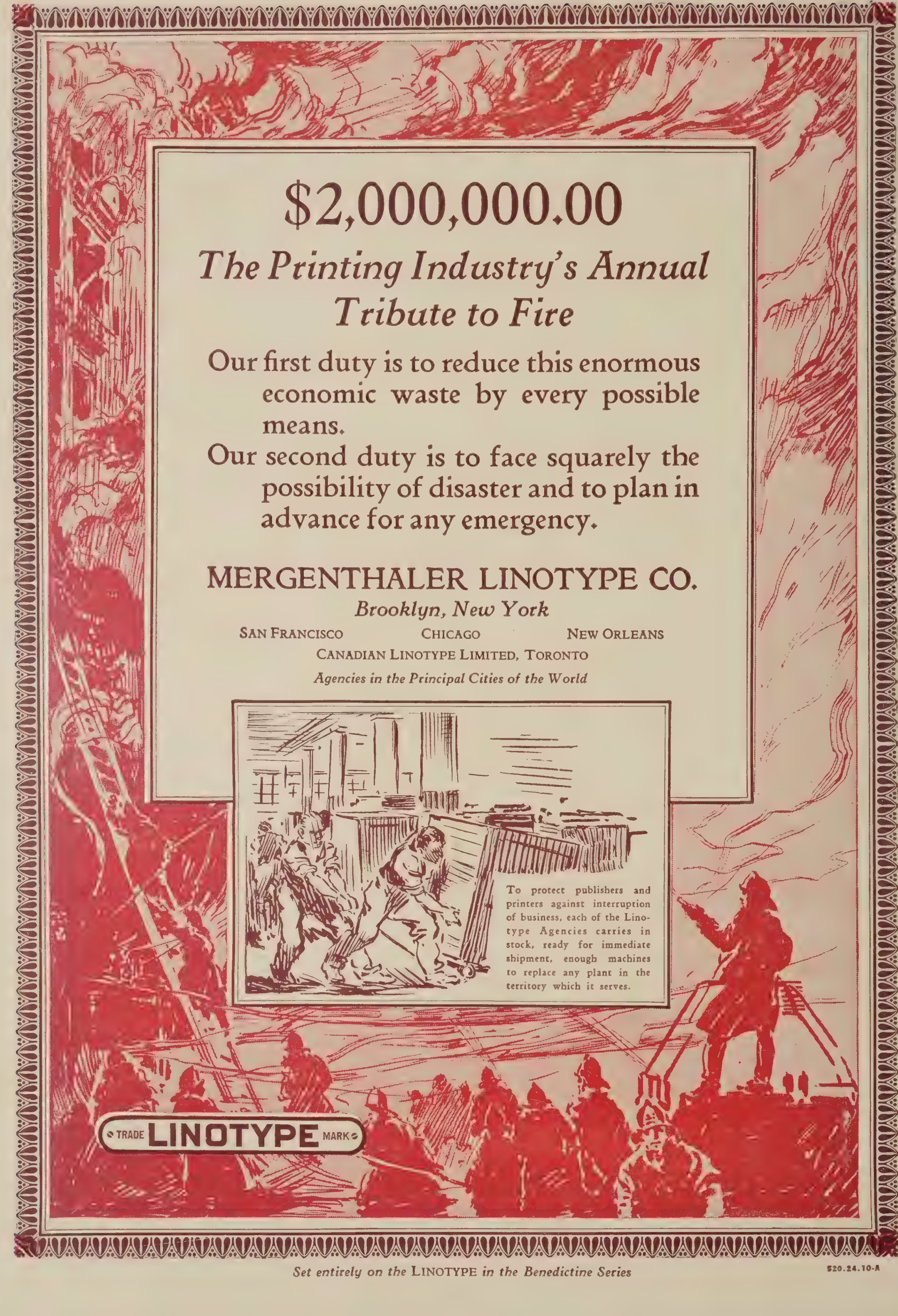
**If You Knew the Value of
Cromwell Tympan
You'd Never Be Without It**

*Just ask
the man
who uses it!!*

THE WORLD'S BEST AND STANDARD

MADE BY
THE

CROMWELL PAPER CO.
JASPER PLACE
CHICAGO
U·S·A·



$2,000,000.00

The Printing Industry's Annual Tribute to Fire

Our first duty is to reduce this enormous economic waste by every possible means.

Our second duty is to face squarely the possibility of disaster and to plan in advance for any emergency.

MERGENTHALER LINOTYPE CO.
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

To protect publishers and printers against interruption of business, each of the Linotype Agencies carries in stock, ready for immediate shipment, enough machines to replace any plant in the territory which it serves.

Set entirely on the LINOTYPE *in the Benedictine Series*

520.24.10-A

Don't Put Things Off : : : : Put Them Across

NATIONAL PRINTER JOURNALIST

NOVEMBER, 1924

Vol. 42. No. 11.

Copyright, 1924

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

A WORD TO THE WISE FOREMAN AND SUPERINTENDENT

By GUY H. RUMPF
Industrial Engineer, J. T. Reyerson & Son, Inc.

IT IS NOT necessary for the President, General Manager or Superintendent to understand the details of each particular machine or part of production. It is, however, essential that the foreman be capable of operating every machine and doing each piece of work in order that he may demonstrate to the men, whenever necessary, that his instructions can be carried out. Men have confidence in such a foreman and produce the best results.

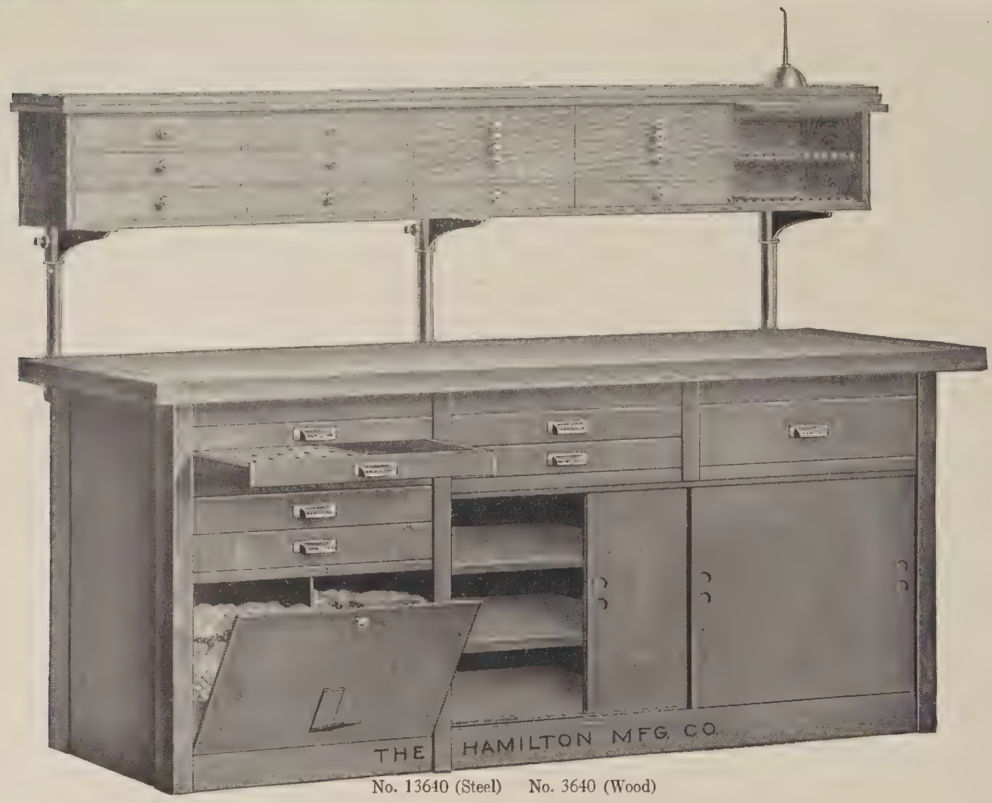
A foreman is held responsible for the production of his department and in order that he may produce the results desired he must have the necessary authority. * * *

A superintendent or foreman should give instructions, expecting that they will be carried out, and if they do not produce the proper results he should take the blame himself. Even though the foreman or superintendent may make mistakes, as long as he does not attempt to blame someone reporting to him, the men will retain their confidence and respect in their superior.

The Printers' and Publishers' Experience-Exchange

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

Work Bench and Storage Cabinet



No. 13640 (Steel) No. 3640 (Wood)

DESIGNED especially for use by the Monotype machinist. Hardwood working top (83 x 24 x 1¾ inches thick) with wooden storage section overhead on brackets which are adjustable in height. Ample storage facilities for necessary tools, parts, etc.

Contents of Base: Three drawers, each containing 56 small and 4 large wooden boxes for storage of small parts; two large drawers 2¾ inches deep for storage of larger parts, and two compartments, with a self-closing door, for soiled and clean rags. The center section has two large drawers 2 inches deep, each with adjustable partitions for storage of parts, and a compartment with a sliding door and two adjustable shelves, also for storage. In the right-hand section is a large drawer 4¾ inches deep for heavier parts, and another compartment with two adjustable shelves and a sliding door.

Contents of Overhead Section: Six drawers holding in all 18 Molds of any kind, including T and U types with extentions; eight slanting drawers for special or spare Matrices, each drawer having twenty spaces separated by $\frac{1}{16}$-inch partitions; two drawers for holding Normal Wedges, the bottoms inclined to the left, causing the wedges to keep in position by gravity, each drawer divided into seven spaces 15 inches long. The section at the extreme right is divided into two compartments, enclosed by a disappearing door, each compartment grooved to accommodate 13 Matrix Cases placed on edge.

Height to working top, 34 in.; height overall (adjustable) about 58 in. Floor space, 83 x 24 in.

THE HAMILTON MANUFACTURING COMPANY
Eastern House: RAHWAY, N. J. TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

Standard Rate & Data Service reproduces, in every detail, the advertising rate cards of all daily newspapers, farm papers, general magazines and business papers.

CONFIDENCE!

EVERY great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—*Confidence in honor, intelligence, appreciation and good will.*

During the short span of five years **Standard Rate & Data Service** has done what it has taken other successful institutions many years to accomplish.

A Record!—In the Number of Publishers' Advertisements

July 1919	2	July 1922	120
July 1920	33	July 1923	154
July 1921	106	July 1924	255
September 1924	*313*		

Standard Rate & Data Service is an *exclusive* publishers' advertising medium—it is *the* advertising medium of the *Publishers of the United States*. Never before, in the history of advertising and journalism, has any publication sold so many publishers on the idea of promoting, through advertising, their own product—*white space*—as has **Standard Rate & Data Service.**

Its subscribers—agencies and advertisers—are your customers and prospects for advertising business. They take the **Service** so seriously that they frequently refer to it as their "Bible."

Agencies and advertisers use it to make up advertising schedules. What more opportune time could you pick to tell them your story?

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive
NEW YORK CHICAGO SAN FRANCISCO

Concerning a New Class of Printers whose extraordinary growth is due largely to buying and advertising the best type faces

THERE has grown up in the cities, within a very few years, a new class of printers who are strikingly successful. This class is known as the *Advertising Typographers* —comprooms specializing in the setting of advertising of all sorts, trade composition plants with departments for complete advertising setup and makeup. These concerns are keen discriminators as to true merit in type face designs, and are quick to add the new things that are good.

Through their association with advertisers they have become good advertisers themselves. When a new type is added to their equipment they issue a specimen booklet or broadside announcing its arrival and demonstrating its use.

Printers who appreciate and respond to the typographic needs of advertisers are the most successful ones today. They buy the type faces that will make advertising do its job effectually, then tell the world they have them—and, if may be, they give evidence to the cognoscenti that they know how to use them in the manner of the masters.

◆

J. L. Frazier
Critic of Typography, The Inland Printer,
is an eminent judge of type faces—
Mr. Frazier says:

"Because of their excellence, coupled with marked individuality, the type faces designed by Oswald Cooper, one of the foremost letter artists of America, are deservedly popular. They have attained an unusually extensive use in the few years they have been available to the printers and advertisers, and in the opinion of the writer, they are the most outstanding achievement as yet made by the Barnhart Brothers & Spindler type foundry."

Set in
Cooper Black
Cooper
Cooper Italic
Swagger Capital T
Shaded Rule mitered
moulding style
Graduated
Wave Rule

Write for recent Broadside specimens of Cooper Type Faces and Typecast Decoration for Holiday Printing

Barnhart Brothers & Spindler

Type Founders

Merchants of Printing Equipment

Chicago Washington, D. C. Saint Louis Kansas City
Dallas Omaha Saint Paul Seattle Vancouver, B. C.

"The web, the printing units, folder, and ink distribution are fine."

CHARTERS PUBL. CO.,
Brampton, Ont.

"It is the best investment that we have ever made during our 32 years in the publishing business."
REGISTER,
Gainesville, Tex.

"We also run farm publications, tabloid size."
TIMES PRINTING CO.,
Moncton, N. B.

"On the Duplex I experience no folder difficulties."
DAILY FINANCIAL AMERICA,
New York.

"We can buy roll print at a lower price than flat paper."
TIMES-RECORD,
Aledo, Ill.

"It will do all you claim—print 5000 papers an hour of 8 pages, 8 columns, 13 ems 6 point rules."

LONG ISLANDER,
Huntington, N. Y.

"Formerly it took 8 hours to get out an edition. Now the edition can be printed in 27 minutes."

SENTINEL,
Santa Cruz, Cal.

"Our Customers Write Our Ads"

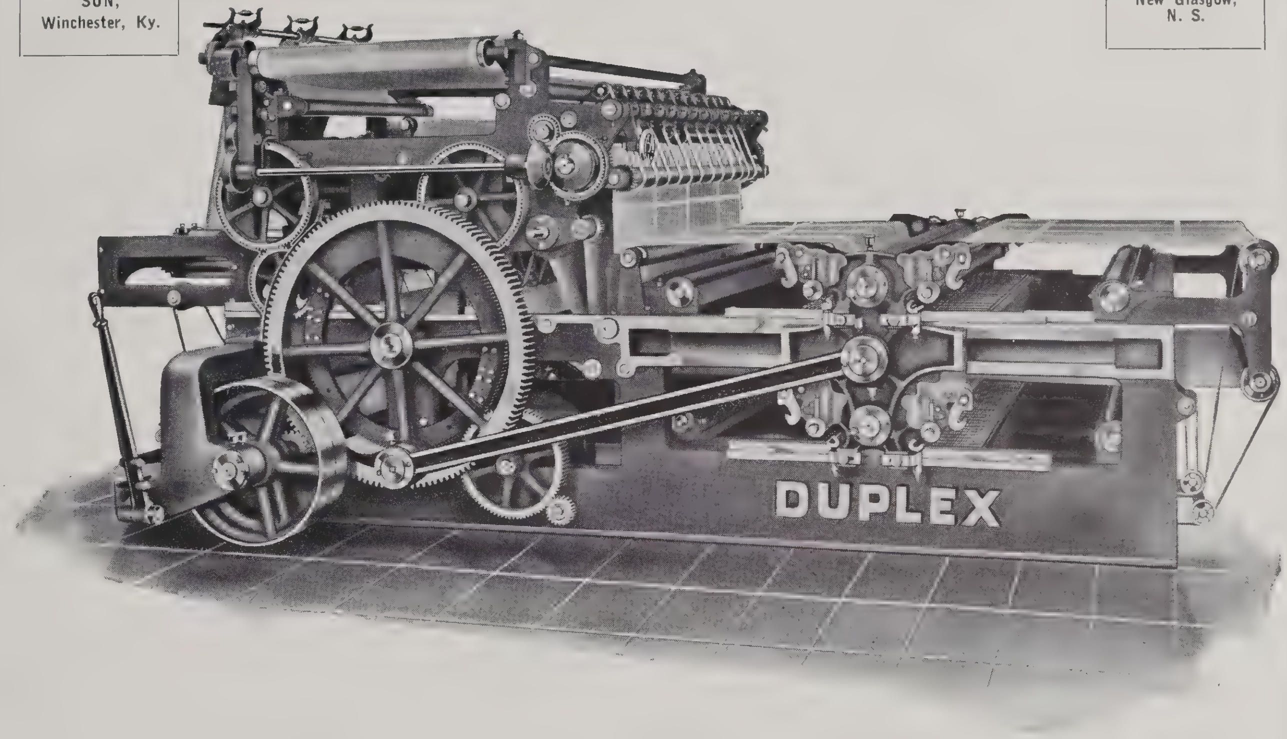
The Duplex High Speed Flat Bed Web Press

"It has been a big help in eliminating overtime in our weekly payroll."
LEADER,
Frederick, Okla.

"We also make good use of our Duplex in printing bills."

SUN,
Winchester, Ky.

"It is economical in operation, simple and efficient."
SCOTIA PRINTERS,
New Glasgow, N. S.



"Since the installation of the Duplex in 1912 we have never missed an edition or mail."

RECORDER & TIMES,
Brockville, Ont.

"Just as fast as guaranteed."
CHRONICLE,
Vallejo, Calif.

Write for Model "E"
Bulletin 701

"It delivers the goods."
LEDGER,
Mexico, Mo.

"Our business has developed measurably since the press was installed."

NEWS,
Faribault, Minn.

Duplex Printing Press Co.

BATTLE CREEK, MICH.

"Its smooth running qualities, more even distribution of power, rigid construction, flexibility and accessibility make it the super flat bed newspaper press."

COUNTY REVIEW,
Riverhead, N. Y.

"No other press can possibly do its work on such a low cost and operating basis."
EVENING STAR,
Bradford, Pa.

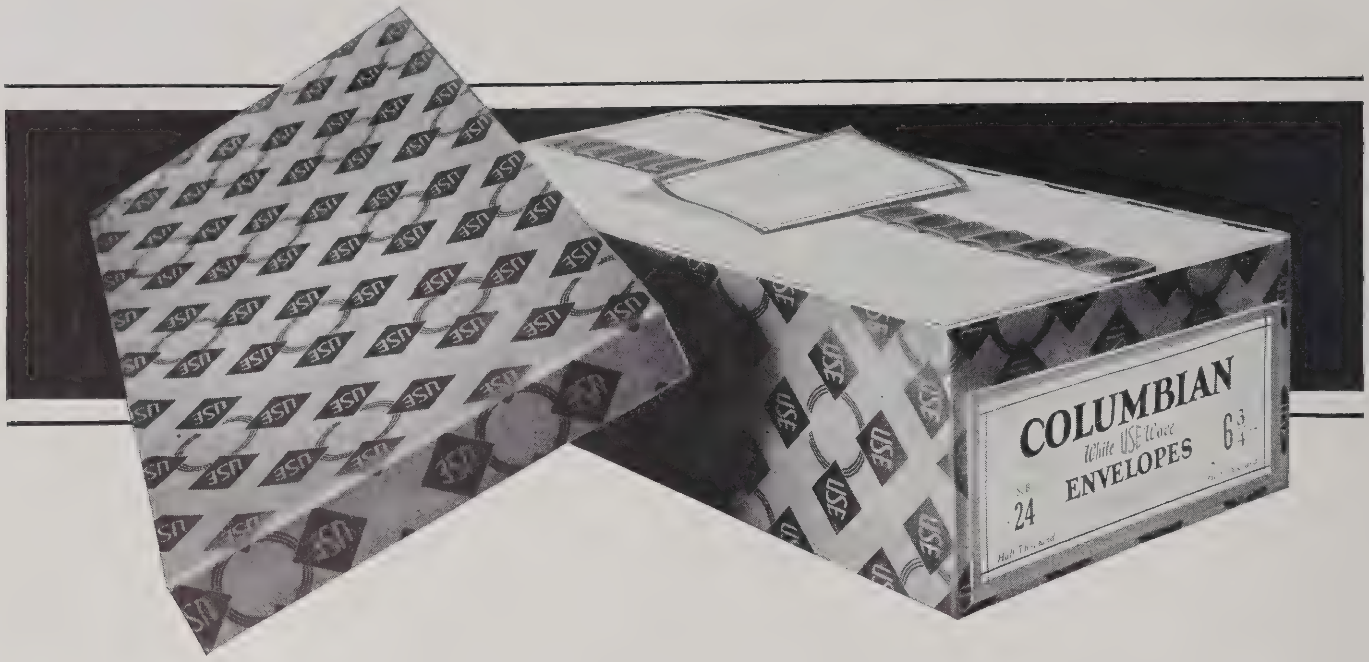
"It is very easy to keep a margin that cannot be beaten on any flat bed press."
TEXARKANIAN,
Texarkana, Ark.

"The operation of the press has given us less trouble than the old cylinder.'
DAILY POST,
Lindsay, Ont.

"It prints beautifully and it folds accurately."
TRAVELLER,
Arkansas, Kas.

"Our paper roll hoist enables one man to change rolls in one fourth of the time it would take the old way."

HOME NEWS,
Indianapolis, Ind.



Well made—boxed—identified—a new service to printers

THE dust-proof, soil-proof Columbian box, attractively printed in colors, gives individuality to the product.

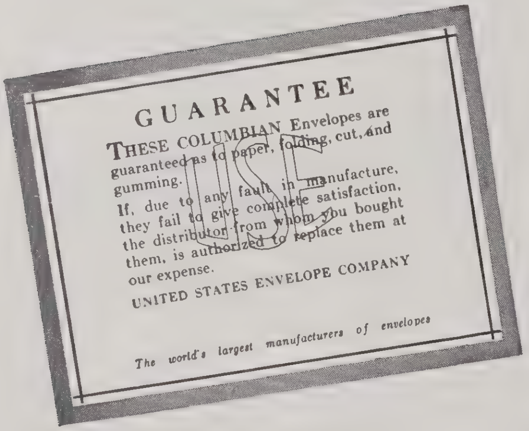
This unusually striking container furthers the impression of care in manufacturing and boxing. It helps make Columbian White Wove accepted in preference to unbranded envelopes.

Columbian Envelopes are plain, substantial white wove envelopes, well made from better than average stock.

The size range is complete. It covers every commercial need from No. 5 to 14 and Monarch.

The liberal guarantee that goes with every box assures a square deal for the distributor, the printer, and the printer's customer.

Columbian White Woves are now stocked by paper merchants practically everywhere. Order through your regular paper merchant. A sample box will be sent you if you will address the



GUARANTEE

THESE COLUMBIAN Envelopes are guaranteed as to paper, folding, cut, and gumming.

If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them, is authorized to replace them at our expense.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

The Columbian White Wove does not lose its identity, even when removed from the box it came in. The USE watermark identifies it

UNITED STATES ENVELOPE COMPANY
The world's largest manufacturers of envelopes
Springfield, Mass.

Location	*Division*	*Location*	*Division*
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.	Springfield, Mass.	P. P. Kellogg & Co.
Rockville, Conn.	White, Corbin & Co.	Worcester, Mass.	Whitcomb Envelope Co.
Hartford, Conn.	Plimpton Manufacturing Co.	Worcester, Mass.	W. H. Hill Envelope Co.
Springfield, Mass.	Morgan Envelope Co.	Indianapolis, Ind.	Central States Env. Co.
Waukegan, Ill.	National Envelope Co.	San Francisco, Cal.	Pacific Coast Env. Co.
		Philadelphia, Pa.	The Monarch Envelope Co.

12,441 Miller Users
Operating 23,896
Miller Machines

Why?

Ask Us!

Miller High-Speed Presses
Miller Craftsman Units
Miller Ideal Units
Miller Feeders for C. & P. Presses
Miller Saw-Trimmers
Miller Printshop Accessories
C. & P. Presses and Cutters
Diamond and Advance Cutters
National Power Cutters
Send for Descriptive Matter, Prices and Terms

Miller
Saw-Trimmer
Company
PITTSBURGH, U. S. A.

Atlanta
Boston
Chicago
Dallas
Detroit
Los Angeles
Minneapolis
New York
Philadelphia
St. Louis
San Francisco
Miller & Richard, Toronto-Winnipeg
Lanston Monotype Corp., London

Putting the Profit into Printing

M-24

Minding your P's and Q's in the printing business means minding PROFITS, and the QUESTION—of Speed.

There's the way M-24—the amazing new kind of job press minds your P's and Q's for you on 10 x 15 work.

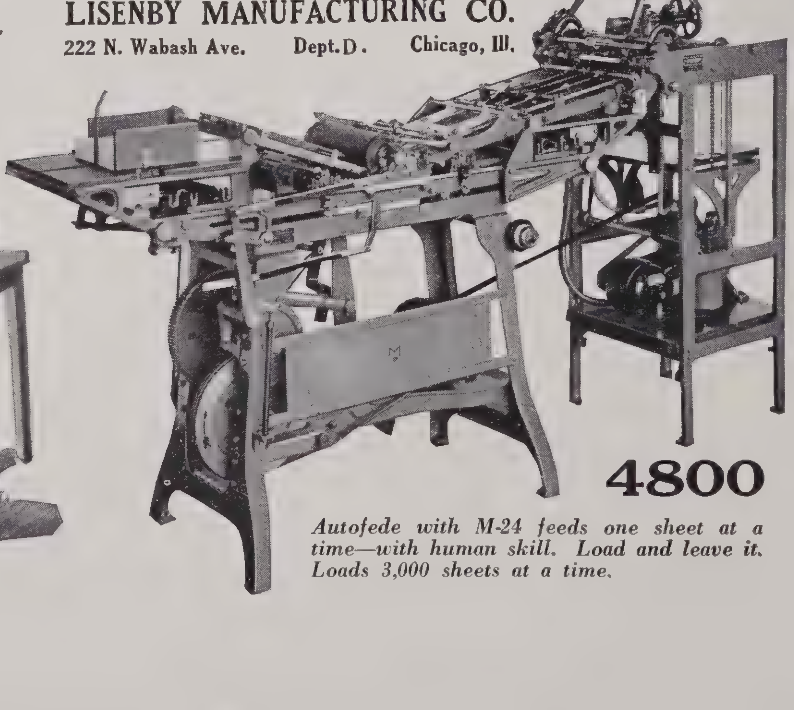
ORDINARY JOB PRESS			M-24		
Maximum speed per hour 1500 impressions. Average production 8 hour day, 10,000.			Maximum speed per hour, 4800 impressions. Average production 8 hour day, 30,000.		
Selling price per M.	$1.50	$15.00	Selling price per M.	$1.50	$45.00
Feeder's wage	6.75		Feeder's wage......	6.75	
Overhead	2.75		Overhead	2.75	
Total cost per day........		11.00	Total cost per day......		11.00
Net profit per day......		$4.00	Net profit per day......		$34.00

Your figures may vary, but the above (based on Chicago average) are a basis for comparison.

See M-24 with its Make-Ready cylinder—wide 5 key Fountains—at both ends—perfect Ink Distribution with Geared Vibrators Plate Rollers and large Form Rollers—Semi-automatic Feed—Combination Feeler and Caliper.

Write for name of agent near you

LISENBY MANUFACTURING CO.
222 N. Wabash Ave. Dept. D. Chicago, Ill.



Autofede with M-24 feeds one sheet at a time—with human skill. Load and leave it. Loads 3,000 sheets at a time.

MARK OF QUALITY-STANDARDS

An INDEX *to*
the RIGHT *Bond Paper for the Purpose*
at the RIGHT *price*

The
SPECIFICATION CHART
of
BOND PAPER USES

EACH of these nine grades of Eagle-A Bond Paper is produced on a volume basis, with all the resulting economy in manufacture and distribution

The Controlling Factors in the use of all Bond Papers		
PERMANENT	SEMI-PERMANENT	Temporary
Rag Content Papers		Sulphite Papers

The Nine
EAGLE-A BOND PAPERS
with an outline of their characteristics and general utility

Coupon Bond A strictly First Grade, Pole Loft Dri-
made from new white
strength and
impressive

It's yours on request —
a giant Specification Chart
Most printers are using this Chart
to sell *"the right paper for the purpose"*

WHEN you talk or figure a job calling for the use of bond paper, you will need it for quick and ready reference. You can hang it at the side of your desk or on a nearby wall.

Don't put off sending to us for this giant Specification Chart. Don't miss a single occasion to impress your customer with the fact that you recommend "the right paper for the purpose — at the right price". This is a basis upon which to render your customer a genuine service.

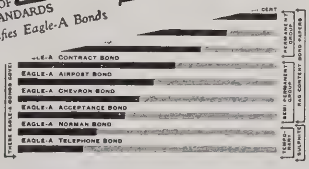
AMERICAN WRITING PAPER COMPANY
Makers of Eagle-A Bonds, Linens, Ledgers, Covers, Book Papers and Announcements
Holyoke, Massachusetts

EAGLE-A
Bond PAPERS

MARK OF QUALITY-STANDARDS
This watermark identifies Eagle-A Bonds

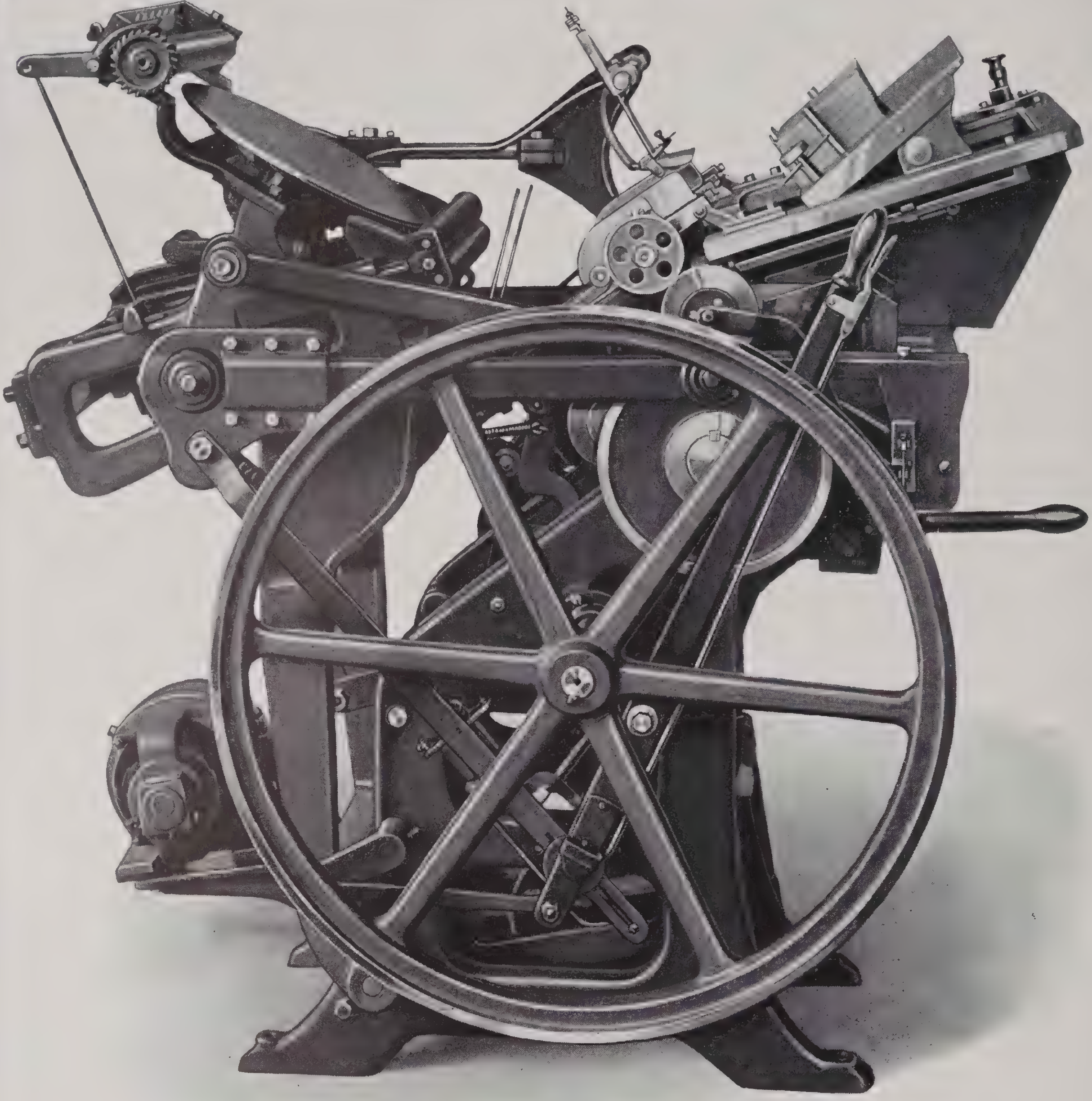
grades.

price and
relation to it—represented by the solid black line(▬).



The shaded portion (▬) indicates the relative sacrifice in quality factors, (Appearance, Long Life and Strength).

THE 26 EAGLE-A MILLS of the AMERICAN WRITING PAPER COMPANY, HOLYOKE, MASS.



THE KLYMAX FEEDER attached to a CHANDLER & PRICE PRESS insures a rapid automatic unit that is capable of handling the various classes of job printing quicker and more accurately than can be done by hand.

KLYMAX FEEDERS are made for the 8x12, 10x15, 12x18 and the new 12x18 CHANDLER & PRICE CRAFTSMAN PRESS. Write our nearest Selling House for descriptive circulars and quotations.

AMERICAN TYPE FOUNDERS COMPANY

MANUFACTURER OF THE KLYMAX FEEDERS

Are you sure that you are obtaining maximum production and profit from your press room? If there is any doubt in your mind regarding this important phase of your business, it will pay you to fill out the coupon and mail it today.

for You

These books to increase Your Profit

Fill in This Coupon Now

COUPON

Dexter Folder Company,
28 West 23rd Street,
New York City.

Gentlemen: Please send me by return mail your booklets, "Cylinder Press Profits" and Earning Power of Cylinder Presses." It is understood that this does not obligate me in any way.

Name..

Street No.....................................

City...

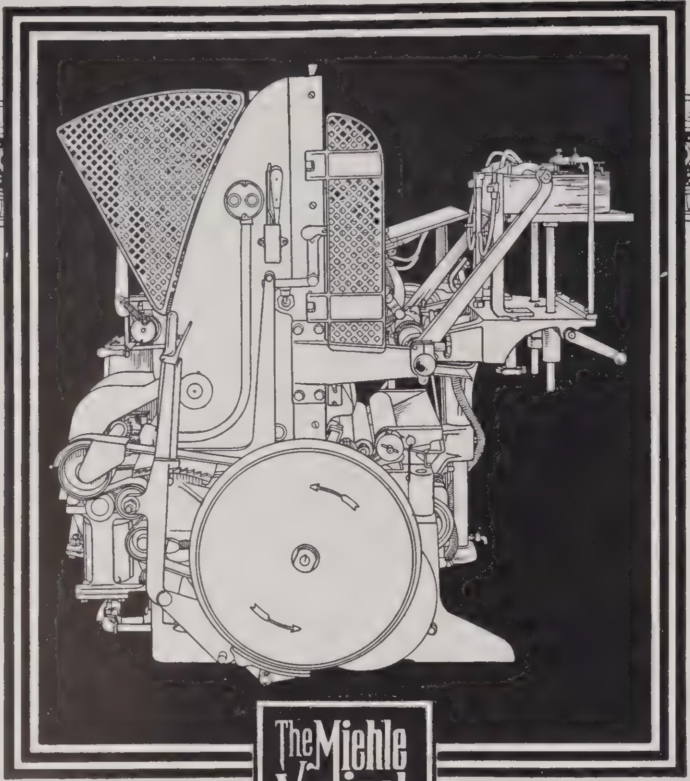
State..

Inefficient feeding methods are levying a heavy tax on the press rooms of this country. Are your profits suffering from this unnecessary taxation? Let us tell you how it is possible to increase production in your plant. Write today.

DEXTER FOLDER CO.

28 West 23rd Street **New York City**

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS
E. G. Myers, Dallas, Texas H. W. Brintnall, San Francisco and Los Angeles
Dodson Printers' Supply Co., Atlanta, Georgia



The Miehle Vertical

NO CONGESTION

THE job press room equipped with Miehle Verticals need never know congestion of work based upon waiting for a suitable press.

All kinds of work look alike to the Vertical. You may run the cheapest dodger to the very best advantage, and follow it with high-grade work of any description. In both cases, the performance will be better and less expensive than on any other machine.

All printers, big or little, need the Vertical. Without it, they are at a great disadvantage; *they are behind the times.*

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: *Fourteenth & Robey Streets, Chicago*

Sales Offices in the United States

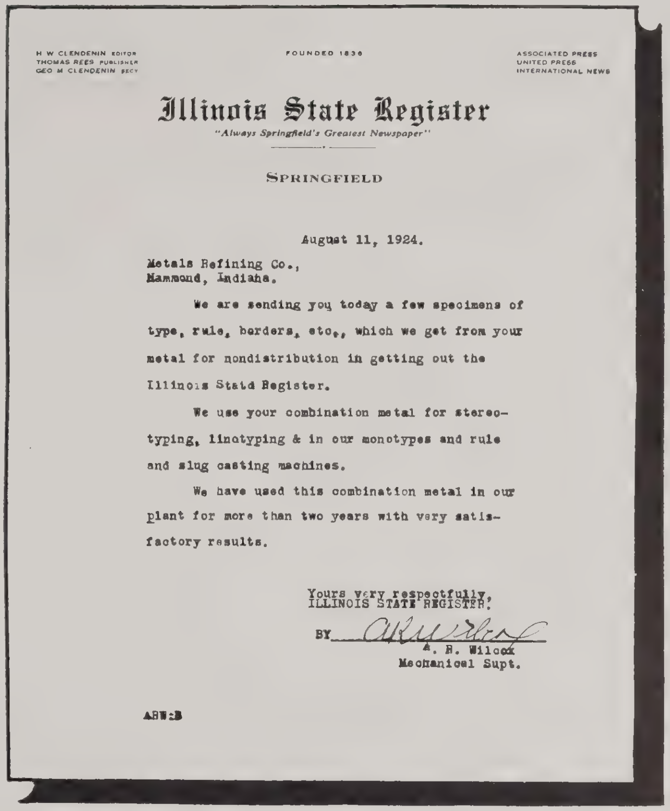
CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street
BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street
ATLANTA, GA., Dodson Printers Supply Company
Distributers for Canada: Toronto Type Foundry Co., Ltd. Toronto, Canada

Wilke's METALS

THE HIGHEST STANDARD

PRESENT-DAY COMPETITION FORCES THE MANUFACTURER TO ESTABLISH A SOUND CLAIM OF SUPERIORITY FOR HIS PRODUCT. HE MUST SELL MORE THAN MERE MERCHANDISE—HE MUST SELL

"SATISFACTION"



H W CLENDENIN EDITOR
THOMAS REES PUBLISHER
GEO M CLENDENIN SECY

FOUNDED 1836

ASSOCIATED PRESS
UNITED PRESS
INTERNATIONAL NEWS

Illinois State Register
"Always Springfield's Greatest Newspaper"

SPRINGFIELD

August 11, 1924.

Metals Refining Co.,
Hammond, Indiana.

We are sending you today a few specimens of type, rule, borders, etc., which we get from your metal for nondistribution in getting out the Illinois Statd Register.

We use your combination metal for stereotyping, linotyping & in our monotypes and rule and slug casting machines.

We have used this combination metal in our plant for more than two years with very satisfactory results.

Yours very respectfully,
ILLINOIS STATE REGISTER.
BY
A. R. Wilcox
Mechanical Supt.

ABW:B

KEEP YOUR METAL IN PRIME CONDITION ADOPT WILKE'S METAL REJUVENATION PLAN

A COMMON SENSE METHOD OF RE-BALANCING YOUR SERVICE METAL WITHOUT THE USE OF EXPENSIVE TONERS AND WITHOUT ANY COST TO YOU.

WRITE FOR PARTICULARS

— AND SAVE MONEY —

METALS REFINING COMPANY

HAMMOND, INDIANA

WAREHOUSES AT: *Boston, Chicago, Cincinnati, Cleveland, Detroit, Hammond, Kansas City, Louisville, Milwaukee, Minneapolis, New York, Omaha, Pittsburgh and St. Louis*

If YOU buy
a non-standardized
composing machine
TO-DAY
and a "NEW MODEL"
is introduced
TO-MORROW
what happens
to the value
of YOUR INVESTMENT?

* * *

Intertype Standardization protects you against loss through obsolescence.

All Intertype improvements perfected from year to year have been STANDARDIZED and can be applied to outstanding Standardized Intertypes.

No Standardized Intertype has ever become obsolete.

Write for literature — or wire collect if you'd like to see an Intertype representative.

* * *

INTERTYPE CORPORATION, 50 Court Street, Brooklyn, N. Y. *Branch Offices:* Rand-McNally Building, Chicago; 77 McCall Street, Memphis; 560 Howard Street, San Francisco. *Sales Offices:* 49 Federal Street, Boston; 1240 South Main Street, Los Angeles. *Canadian Agents:* Toronto Type Foundry Company, Ltd., Toronto. *British Branch:* Intertype Limited, 15 Britannia Street, King's Cross, London, W. C. 1.

INTERTYPE

NATIONAL PRINTER-JOURNALIST
Copyrighted

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN MEYER
Managing Editor
C. H. DuCLOE GEO. A. JUST
News Editor *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 Milwaukee, Wis., November 1924 No. 11

Sore Noses and Grooved Grind-Stones *Passé*

A Few Reflections, After the Great Conventions of Printers and Publishers Held in Chicago, in Mid-October, 1924

TEAM-WORK—a great deal more of it, a better quality, and a more practical kind—is an Idea that has been written into the hearts of America's printing, publishing and allied industries during the past month, "with the point of a diamond and the pen of an angel."

The place was Chicago, and the occasion involved the dozen or more conventions of printers, publishers, editors, advertising buyers and advertising sellers, manufacturers, distributors, craftsmen, educators, circulators, service houses—utter strangers in motives and viewpoints only a *few* years ago!

The U. T. A., the Inland Dailies, the Audit Bureau, the Agencies' organization, Salesmen's Club, Employing Printers, Trade Paper Publishers, and all the others in session in the week of October 13-18, brought together the biggest and most representative aggregation of the real workers in every branch and component of every enterprise having to do with the preparation and reproduction of that which, once circulated, becomes the most potent power on earth—*the Word in type or picture.*

In every case the elected leaders of these organizations—and the leaders of still others, who were attending the conventions as members or program speakers—urged a greater measure of co-operation, affiliation and *co-ordination,* and the messages went home. They lighted on tilled ground. The results cannot be footed up at this writing. The complete story will be told today, tomorrow, in all time to come.

The president of a national publishers' association, said at one of the earlier meetings of the week—and the idea was affirmed and re-echoed in sometimes a dozen conventions simultaneously, "the human or the group without inspiration, working without co-ordination with allied interests, gets the only *certain* product of the grind-stone, *'a sore nose and a groove in the grind-stone.'* Co-ordination is the demand of the hour!"

The U. T. A. and what may be called "related" organizations took many a vital step toward greater co-ordination, especially as to educational work. These included apprentice as well as master printer; maker as well as user.

There is now assurance of interaffiliation of the various sectional printer-publisher organizations in the daily field, and in the weekly field, and in both of them together. And, so on.

It would require pages to bring out all these tremendous forward steps in detail, not to mention the high spots in the convention proceedings. *"NPJ"* is a "newspaper of ideas" rather than of surface-events, in the field of printing-journalism. The one, big, dominating idea of printing and publishing week in mid-October in Chicago, A. D. 1924, was "co-ordination." A simpler word is "team-work."

The printing and publishing industry has come somewhat more slowly into this idea to a point where it means real *business,* than the bankers, merchants, politicians, professions and so on, in many other lines. Be that as it may, perhaps better foundations are assured!

If every single individual attending the Chicago gatherings held a varying good expectation of the results of these meetings, the sum total of all of them would not begin to measure up to the really great fruits which are bound to come.

It seems to me that the business and professional men in the printing and publishing field are getting thoroughly awake to, and putting into word and action, what they have been only dimly seeing and merely lisping. And, this is that same, underlying *Idea* which always has borne liberty and progress in its coming. Some one once described it as "the Prince of Peace." It is the idea (not any person), to my sense, expressed in the absolutely practical historic command, promise and benediction:

"Thou shalt love thy neighbor as thyself!"

* * *

"Sore noses and grooved grindstones are *passé!*"

—JOHN L. MEYER

THE ideal in printing plant service will not be attained till each patron is charged exactly what his service cost plus reasonable percentage of profit which is uniform. And this cannot be attained except under the operation of the Cost Finding System.—W. H. BRIDGMAN, *Publisher Stanley (Wis.) Republican.* (See Page 22 in this issue of "NPJ")

Every Factor and Department of Printing and Publishing Seeks CO-ORDINATION Today

GEORGE K. HORN, Retiring President U. T. A., Annual Address—"I am able to report an association showing united support within its ranks and harmonious relations with the multitude of interests without. I am happy to report notable progress as a result of co-operation with paper and supply associations, graphic arts trade associations and governmental agencies."

GEORGE W. MARBLE, President National Editorial Association—"A federation of the various state associations appears to be the call of the hour, for the co-ordination of all movements toward the betterment and advancement of the printer-journalists."

WILLARD G. BLEYER, Wisconsin University School of Journalism,—"Reporters and desk men in our daily newspapers are the only unorganized members of the newspaper profession. State, sectional and national associations of publishers, and organizations of circulation and advertising managers exist * * * If we want to keep competent experienced reporters, we must expect to pay them salaries comparable to those they can get in other positions."

National Council of Newspaper Publishers' Organizations Is Now a Real Prospect

By GEORGE D. LINDSAY*

President Inland Daily Press Association
Publisher Marion (Ind.) Daily Chronicle

*CLOSING remarks in adjourning the October convention of the Inland Daily Press Association, Chicago.

FINE as has been the work of the INLAND in the past, I begin to see a still brighter and wider field of usefulness for it. I have brought the matter before the board of directors, and they have approved the idea—of the vice-presidents organizing themselves into a *Vice-President's Bureau, with a view of organizing the Inland members in their respective states into subsidiary organizations in affiliating with the organizations already in existence in their respective states or to be organized in them.* If this work can be successfully accomplished this organization will not only attract to its fellowship many publishers not now members of it, but put itself in a position to be of great helpfulness through state organizations, to publishers throughout our entire territory.

If the Southern Press Association, which seems now probable, meets with us in a joint session at West Baden Springs next June, and we are able to secure the attendance there of representatives of the New England Association, the Northwest Association and other regional newspaper organizations, *I am hopeful that we shall be able to develop out of our organizations something in the nature of a National Council of Newspaper Publishers.* Through an organization of this character there is every reason to believe the newspaper publishers of this country might in time come into a solidarity of interests and of co-operation in activities not only wonderfully helpful to the publishers themselves but capable of exerting a mighty influence for national economic and industrial stability and well being.

GEORGE D. LINDSAY

I am glad to know that my interest and enthusiam in regard to this is shared by many members of our own and other regional associations.

There are big things ahead for us to realize if we have the faith and the courage to undertake their attainment.

First Duties of Printer-Journalists

By GEORGE W. MARBLE
President, N. E. A.

(Weighty sentences for all printer-journalists from an address by the chief executive of the National Editorial Association to the Missouri Press Association.)

THE newspaper is in a position to draw opposing business or social factions together in a common cause and to insist that men and women put away the petty selfishness that is so common in all communities, and unite in the larger purpose of developing friendliness and movements along lines of constructive community development. The average publisher does not grasp the possibilities of these opportunities.

It is a unique fact that the newspaper that effectively operates along these lines is the one that profits most in a financial way, because the editor who is the leader and has the confidence of his community has a firm hold on his field and competition has little chance against him.

For a newspaper to hold itself aloof from local issues or from political interest is not in line with this ideal. *To be effective a newspaper must freely and frankly discuss all issues in which its people are concerned.* But it must avoid the mistake of having any selfish interest in the issues, or of being motived by prejudice or by desire to promote the interests of its friends. It must often publish facts that it would rather have ignored, and it must often suppress facts the publication of which would do harm or injustice out of proportion to the good.

THE public will overlook mistakes made by sincere, disinterested leaders. And all of us will make mistakes. But, *the public cannot be FOOLED, it is wiser than any one man.* It readily detects deceitfulness, or selfish interest, or design, and it resents these in a newspaper more than in any other line of business.

How Much Christmas and New Year's Business on Your Books *NOW?*

Here Are a Score or More of Proved Ideas for Getting Additional Job Printing and Newspaper Advertising

By Chester DuCloe

of the "NPJ" Staff

THERE are two big, general classes into which Christmas and New Year business of newspaper publishers and job printers can be divided.

In one class falls the job printing work, the field for which is limited only by the energy of the manager of the business and the capacity of the plant. Here is a list of suggestions which almost any job printer can use in working for additional holiday season business:

- *Personal greeting cards and envelopes.*
- *Calendars with firm name imprint.*
- *Business greeting cards and envelopes.*
- *Special sales literature in the form of broadsides, handbills, package enclosures, etc.*
- *"Christmas copy" on wrapping paper, ribbons, etc.*
- *Extra lines of type or ornaments on letterheads to give a Christmas atmosphere to the letter.*
- *New loose-leaf sheets, records, new bookkeeping systems, etc. for firms starting new fiscal year.*
- *Christmas programs for churches, schools, libraries and other semi-civic organizations.*
- *Special Christmas greeting to be inserted in pay envelope for employes.*

"Cheer them—hear them"
Send your holiday greetings by long-distance telephone
Service to all points in the United States
The Pacific Telephone and Telegraph Co.
Local and Long Distance Telephone
Bell System

Don't Forget the Public Service Companies

J. P. Simpson

Publisher, Ephrata (Wash.) Grant County Journal; Lind (Wash.) Leader; Connell (Wash.) Globe Tells How His Three Papers Obtain Holiday Advertising

◆ ◆ ◆

THE 1924 Christmas season should be especially profitable for the job printing business, especially where it has the spirit and opportunities which go with having a newspaper in addition to a job department. For it is generally admitted that business during 1924 has been a little retarded, and the majority of firms are anxious to use means of finishing up the year with a total volume of business equal to or more than that of 1923. Many of them hope to pick up momentum just previous to the Christmas season, with the election decided and the annual retail buying season at its highest point.

"The best chance of putting on a successful drive for additional business seems to me to lie in the direction of getting more people to buy during the Christmas season," said one observing publisher. "These purchases need not be restricted to Christmas presents. In fact, special sales efforts by merchants during the Christmas buying season have been very successful in moving a lot of goods not ordinarily thought of in connection with Christmas or the New Year. Of course, if the merchant is planning on moving his stock faster at this time, he will have to use advertising in all forms. And the profits of the job printer are in proportion to the amount of printing he *sells* to the merchant.

"By *selling* as used in this sense, I mean getting the merchant to see the opportunities for additional sales with printed matter. Your wide-awake printer is a business man in the biggest meaning of the term—by opening new vistas for profits in the businesses of his customers, he makes a goodly percentage for himelf."

One printer who has been very successful in working up additional business during the Christmas season has laid out a sales program which may be utilized by most any job printer. He first asks the merchant, "How much do you think the average family in this city spends for its Christmas gifts?"

The most frequent estimates are $25 and more. This printer happens to be in a town of 50,000, and he proceeds in his argument something like this: "Since there are 50,000 people in this city, there must be nearly 10,000 families. So even if each family spends only $25 there is a total Christmas business here of $250,000. That's a nice little sum, Mr. Smith, and it seems to me as though you ought to get a better share of it than you did last year."

Make the Customer Visualize Additional Business Chances

THEN he explains *how* the merchant can get a good share of that Christmas gift money with direct mail broadsides, announcing grouped bargain offers, special catalogs, handbills, package enclosures, cards for window trims, Christmas copy on wrapping paper, and other forms of printing.

The chief point in the Christmas drive of this enterprising printer is that he gets the merchant to *see* additional business possibilities, and then tells him *how* to go about making the most of them. The first mention of the total strikes him directly "between the eyes." He then figures that he certainly ought to be able to get his share.

Of course, holiday greeting cards, for both personal and business use, form a major part of the job printing business for any printer who does this work. A little *selling* effort in this regard, too, means more profits for the job printing department.

George O. McCarthy, who with the Hartington (Neb.) *Cedar County News,*

SPECIAL
New Year's
Sale!
AT THE
METHODIST
CHURCH
I will sell from my pulpit
each evening, beginning
December 31st
at 7:30 o'clock,
Honesty
Virtue
Truth
Love
Happiness
Peace
DOW DE LONG

IT WAS AN ENTERPRISING ADVERTISING MAN WHO SOLD THIS SPACE!

◆ ◆ ◆

I am hoping and
expecting a fine,
happy and prosperous
NEW YEAR
for us all.
Let us
Pull together
Work together
Stick together.

T. J. COOK
EPHRATA, -:- WASH.

IF THEY HAVE NOTHING SPECIAL TO SELL, TRY THIS KIND OF A LAYOUT ON THEM

became far-famed for his successful methods of selling seasonal greeting cards, has a number of helpful ideas.

Selling Greeting Cards With Unusual Sales Talk

FIRST of all, he says, the field for this class of business is *unlimited.* Results can only be estimated by the time and energy put into the effort. The main point to consider in selling greeting card orders is *proper presentation of the finished designs.* Here is where the good judgment of the job printer comes into play. It is his business to submit a design which he is sure will approximate somewhat the idea of a Christmas greeting which is in the mind of the prospect. For example, if the job is for a member of the clergy the design should be composed in some modest, old-style type, with a simple dignified cut and perhaps an appropriate quotation from the Bible. If the design is to be presented to a wide-awake, snappy store keeper, who puts a lot of "personality" both in his contact with his customers and his advertising, an unconventional and personal note should run through the make-up.

"The finished proof of the set up will sell the card order almost invariably," said Mr. McCarthy. "You see it's this way: If you show only the design to the customer, he thinks he is looking at someone else's greeting card; but, if you show it with *his* name or a cut of his signature imprinted, you are showing him a design that is meant for *him.* That's the secret of successful creative salesmanship!"

Big Business in Greetings And Letters of Appreciation

TIMOTHY BROWNHILL, editor of the La Puente Valley (Cal.) *Journal* is also a staunch believer in going after additional Christmas job printing with both feet and hands. He says:

We are for Stickney, her present prosperity and her future. We take this means of extending our assistance in the "Trade in Stickney" campaign. We are back of every thing for the promotion ot good in Stickney and community.

Hewett Brothers
WE HAUL EVERYTHING
Trucking of All Kinds
SAND AND ICE FOR SALE
CITY DRAY AND TRANSFER
A Merry Christmas A Happy New Year

Bring Your Cream to The
Hanford Cream Station
Where You Will Always Get the Highest Price.
Honest Weights and A Square Deal
FRANK MILLER, Manager Stickney, S. D.

Guy Schimmel
The Watkins Man
Wishes You A Merry Christmas
and
A Happy New Year
Watkins' Remedies Sure Shot Bot Remover

Thomas Lott
Pool and Billiards
CANDIES, CIGARS AND TOBACCO
SOFT DRINKS
A Merry Christmas A Happy New Year

Bourret and Son
EAST SIDE GARAGE
The Only Warm Storage in Town
Repairing, Accessories, White Eagle Gas
John Bourret "Son" Bourret

WE WISH YOU ALL
A VERY MERRY CHRISTMAS
and
A HAPPY NEW YEAR
The Stickney Hotel
A. R. CLEVENGER, Proprietor

E. J. Murphy
Barber Shop
WISHES YOU
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR
"MURPH" "PETE"

Henry Grebe
Auctioneer
FARM SALES A SPECIALTY
Reference: Anybody in Stickney
Phone for Dates Stickney, S. D

J. M. Bennett
At the Fairmont Cream Station
BUYS CREAM, POULTRY AND EGGS
GIVES BETTER SERVICE
CANS WASHED AND STEAMED
A Merry Christmas A Happy New Year

THE
Stickney Telephone Co.
Wishes You
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

Hanson's Quick Lunch
Lunches at All Hours
CANDIES CIGARS TOBACCO
A Merry Christmas A Happy New Year

Paul Krutsch
Extends the Season's Greetings
You Will Always Get A Square Deal IF You Bring Your Cream, Eggs and Poultry This Station"
Flour and Feed Tires and Tubes

J. V. Brown
Feed and Sales Stable
A MERRY CHRISTMAS TO YOU
AND A HAPPY NEW YEAR
Drive in when in town and let me care for your team. I will give them the best of care always.

John Grandrath
I want to wish you A Merry Christmas and A Happy New Year, and just slip you a warning that now is the right time to get your discs and plows fixed up when the time is not so rushing.
General Blacksmithing Horse Shoeing

Wm. Hughes
Draying Trucking Hauling
I wish you a Merry Christmas and A Happy New Year. Let's work together to make Stickney Bigger and Better the coming year.
Phone Me Always at Your Service

If You Want To
BUY, SELL, TRADE OR RENT
A Farm or Property of Any Kind
SEE ME
How About Your Fire and Tornado Insurance?
I Write It
Ray McCullough

H. Stade
GENERAL BLACKSMITH
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

Schultz Brothers
CONTRACTORS AND BUILDERS
Plans and Specifications Furnished on Request
No Job Too Large—No Job Too Small
A Merry Christmas A Happy New Year

A GOOD PLACE TO FORGET THAT GROUCH
SEE THE PICTURE SHOW
AT THE
Stickney Opera House

City Photo Gallery
AMATEUR SUPPLIES AND FINISHING
Oval Frames and Convex Glasses.
ENLARGING AND FRAMING A SPECIALTY
STICKNEY, S. D.

TRADE IN STICKNEY

HOW THE STICKNEY (S. D.) ARGUS TAKES CARE OF THE SMALL ADVERTISER

Timothy Brownhill

Secretary - Treasurer La Puente Valley (Cal.) Journal Makes Large Profit on Christmas Greetings; Conducts Circulation Campaign at Height of Season.

* * *

"I mail out sample cards, together with a circular letter to all the people in the community, giving prices and laying special stress on the fact that individual parts produced at bulk, cost no more than the stock card bought at retail from the stores. I urge the people to come in and look over our samples.

"I call on the business men personally. After a campaign of four weeks I order the stock, adding to the orders a liberal amount for emergency and late orders. Most of these cards carry verses already printed. To those who do not care for the stock verse, we furnish copy suggested in the Franklin Printing Price List. In the majority of cases, however, all the order calls for is an imprint of the individual or firm.

"Another profitable line I have worked up is a 'Letter of Appreciation' to be sent out by merchants to their customers on New Year's Day, instead of the customary card. This has invariably made me good money. I study the merchant's business and try to think up the kind of a letter I would send out if I were in his business. I then write the copy for the letter, typewrite it carefully on a good quality of paper and submit it. In the majority of cases, I land the order. I have never had a dissatisfied customer in connection with this business."

That's another example of creative selling!

Increasing the Volume of Holiday Display Advertising

So much for the job printing department of the newspaper publisher's business. The other general class of Christmas and New Year's business is that connected directly with the newspaper.

"The first week in December we start pushing for special Christmas advertising," said J. P. Simpson, publisher of the Ephrata (Wash.) *Grant County Journal*, Lind (Wash.) *Leader*, and Connell (Wash.) *Globe*. "Our main effort covers a special edition with cuts furnished by advertising services supplied by us. We assist in writing advertisements, in fact, we usually sell from a dummy, selling the complete advertisement, written to cover the line the merchant carries. Special effort is expended in getting the little fellows first and then we go after the large merchants.

"We endeavor to create a holiday spirit by the liberal use of features from the different services available to us. As president of the Commercial Club of Ephrata, Washington, I do my best to promote a co-operative spirit among all the business men of the city and among the farmers in the neighboring territory. We are very liberal with our editorial space in covering the many programs and holiday events directed by schools, churches and other civic and semi-civic organizations."

Starts November 20 to Get Out Record-Breaker

One of the most enterprising newspapers of its size, is the Albert Lea (Minn.) *Evening Tribune*. For many years it has been pointed out as an example of astute community newspaper managing. This reputation is verified by the letter on Christmas editions received by *"NPJ"* from F. A. Gordon, advertising manager. It runs as follows:

"The Christmas Edition of the *Evening Tribune* is somewhat of a matter of office pride with us and we endeavor to get out a bigger and better one each year. In it, we carry the story of the development of our city and county for the past years along educational, religious and construction lines. We use all stories available of the new buildings, public improvements, etc., in our city, and with as many pictures as possible. There is no limit to the amount of amusing incidents and ancient history of our locality that can be dug up if a little work is put in at the right time, and if the proper people are approached. We even get some of our prominent citizens to supply articles for the edition and find that they are glad to help out.

"I usually start soliciting advertising space about November 20. Prior to that time, I have drawn up, at odd times, greeting ads and general ads, which are very easy to sell a little later, and especially as I have something definite to show my prospective buyers of space. The edition combines greeting advertisements with those which exploit seasonable merchandise.

G. H. Morden

Managing Editor, North Vancouver (B. C. Can.) North Shore Press Uses Novel Method of "Getting the Little Fellows"

F. A. Gordon

Advertising Manager, Albert Lea (Minn.) Evening Tribune; This Paper Has Attained National Fame With Christmas Editions

◆ ◆ ◆

"We do not find here that the big edition retards the daily advertising at all, and is issued far enough in advance of Christmas to be a shopping guide for the Christmas shopper.

"We do not buy covers for the edition as we prefer to have something a little more individual. Last year, I combined, mats from two or three different months and made a three color job from one color mats. This, of course, was quite a lot of extra work, but we had the satisfaction of putting out the only cover of its kind in America!

"Last year, I called upon practically every business place in town and had but three turn-downs in all, and I expected two of them when I called. We could have increased the edition by another eight pages, I believe, if time had permitted.

"We print a large supply of the editions as there are hundreds of calls for them. Due to the fact that the edition carries so much news of our city, people like to get them to send to friends and relatives who live in various parts of the country. Even at this late period, it is not unusual to receive letters from people in remote parts of the country, asking for one of our past Christmas editions.

"By starting work early, we are enabled to get out the extra edition with a minimum of extra help or overtime on the part of our regular force. Each year, it seems as though our source of news is almost exhausted, but when we actually get started, we find no end of interesting facts and figures which we had overlooked. This with the current stuff, gives us plenty for our new edition.

(PLEASE TURN THE PAGE)

"We will get out another edition this year, and I believe that I can safely say that it will be bigger and better than the last ones. We find that the local merchants are very willing to help the thing along and will buy space more liberally than at other seasons of the year.

"We believe that the Christmas edition is a good thing—*it stimulates circulation,* is very *much prized by our readers,* affords an *excellent advertising medium* for the man with Christmas merchandise, a splendid place for the Christmas and New Year's greeting cards, and brings no small amount of *additional revenue* to our office."

Local Merchants Do Not Wait For City Stores to Land First

THE Washington (Ill.) *Tazewell County Reporter* of which Paul R. Goddard, former president of the Illinois Press Association is editor, gets out a special Holiday Edition every year about three or four weeks before Christmas. The regular 8-page paper is run and the special edition contains from 8 to 12 extra pages consisting almost entirely of large display advertisements at a charge of about double the regular display rate. "There is very little expense attached to getting out the special," said Mr. Goddard.

Mr. Goddard's plan with regard to display advertising by small town merchants in competition with that of the large stores in the nearby cities is to beat the city advertisers at their own game. "The weekly papers can make a splendid showing for the local merchants by getting out their special edition crowded with big holiday ads," declared Mr. Goddard. "The more ads the better the impression on the people that merchants can compete with the big city stores. The merchants take to the idea. We believe the trouble with too many holiday editions is that they cost too much in comparison with the returns. We try to overcome this by using the most efficient methods in composition and press work."

Does Not Use Specials, But Starts Big Near Thanksgiving

T. O. HUCKLE, business manager, Ypsilanti (Mich.) *Ypsilantian-Press* does not believe in putting out special holiday editions. He prefers to start the holiday advertising around Thanksgiving time and run it right through up until Christmas. The *Ypsilantian-Press* is very particular around holiday time with the quality and quantity of the editorial matter. Other Michigan papers have expressed surprise at the amount of local news which the *Press* staff succeeds in gathering from a community of the size which it serves. During the make-up of one issue of the *Press* last Christmas season it was found that 4,017 inches of local advertising had been procured for what was planned to be a 30 page paper. In order to fulfill what it felt to be its obligations to its readers, it was necessary for the *Press* to increase to 32 pages and besides to refuse advertising and cut down space of other advertisers, for which it subsequently offered an apology.

George O. McCarthy

Read What He Says About "Creative Selling" of Holiday Greetings

◆ ◆ ◆

Group Ads of Smaller Stores Make Revenue; Get Results

THE North Vancouver (B. C., Can.) *North Shore Press* has a method of getting the advertising of the small merchants—which has proved to be effectual. George H. Morden, managing editor, writes to *"NPJ"* about the plan:

"In our city the merchants are so situated that they are overshadowed in their advertising by the full page or double spread advertising of department stores in the large cities. We work out a scheme whereby each grocery in this city contracts for a space of 12 inches, the total to make up a full page of advertising, less a space in the center of the page which we undertake to write for each issue. In this center space we place a trade editorial designed to encourage home trading and to stimulate local trade of all description. We succeeded in selling the full page and it attracted a great deal of attention which spread beyond our own state."

The Stickney (S. D.) *Argus* used the same plan. With the help of the Western Newspaper Union cut service a layout (page 16) was worked up. It was conceived with the idea of getting those businesses to advertise which felt that they had nothing special to offer in connection with Christmas or New Year's. "I succeeded in getting men to take space on this page who refused flatly to take a regular ad when solicited earlier in the week," said Frank E. Rogers, publisher.

A great many publishers have made profitable use of the "Shop-O-Scope" patented plan of running additional Christmas advertising.

MORE CIRCULATION ALSO BY-PRODUCT OF HOLIDAYS

TIMOTHY BROWNHILL, editor of the La Puente Valley (Cal.) *Journal* is alive to the possibilities of getting more circulation during the Christmas season, as well as those for getting additional advertising. He knows that the readers need the Christmas editions of his paper even more than do the advertisers and he takes advantage of the opportunity importuned by this need by running a subscription campaign just before the Christmas season. This campaign is directed at new subscribers as well as old ones for the purpose of getting renewals. The campaign has worked out very successfully because the larger papers, containing more advertising and more news matter issued during December, topped off with the large special edition, has been found very effective in showing a material reason why a subscription to the paper should be had. In this way a subscription campaign is prompted without the aid of contests, prizes, or other false stimuli other than that of quality service.

Aswering the Advertiser Who Says He Doesn't Need It

MANY publishers find it difficult to meet the arguments presented by firms who feel no especial need for additional advertising, or any advertising at all for that matter, during the Christmas and New Year seasons. One shrewd newspaper publisher has worked out a plan of reasoning with these irreconcilables something like this:

"Even if you insist that the Christmas possibilities are small in your class of goods you should use advertising during the Christmas season, both in the form of newspaper ads and in window displays to retain your regular volume of sales. One of the most important things to any retailer is the matter of *keeping in touch with all of the customers* as frequently as possible. *When you lay down on Christmas trade you increase the chance of your customers having contact with other stores, direct competitors included. If you don't increase your advertising in proportion to your competitors you lose customer contact in direct ratio during the month of December."*

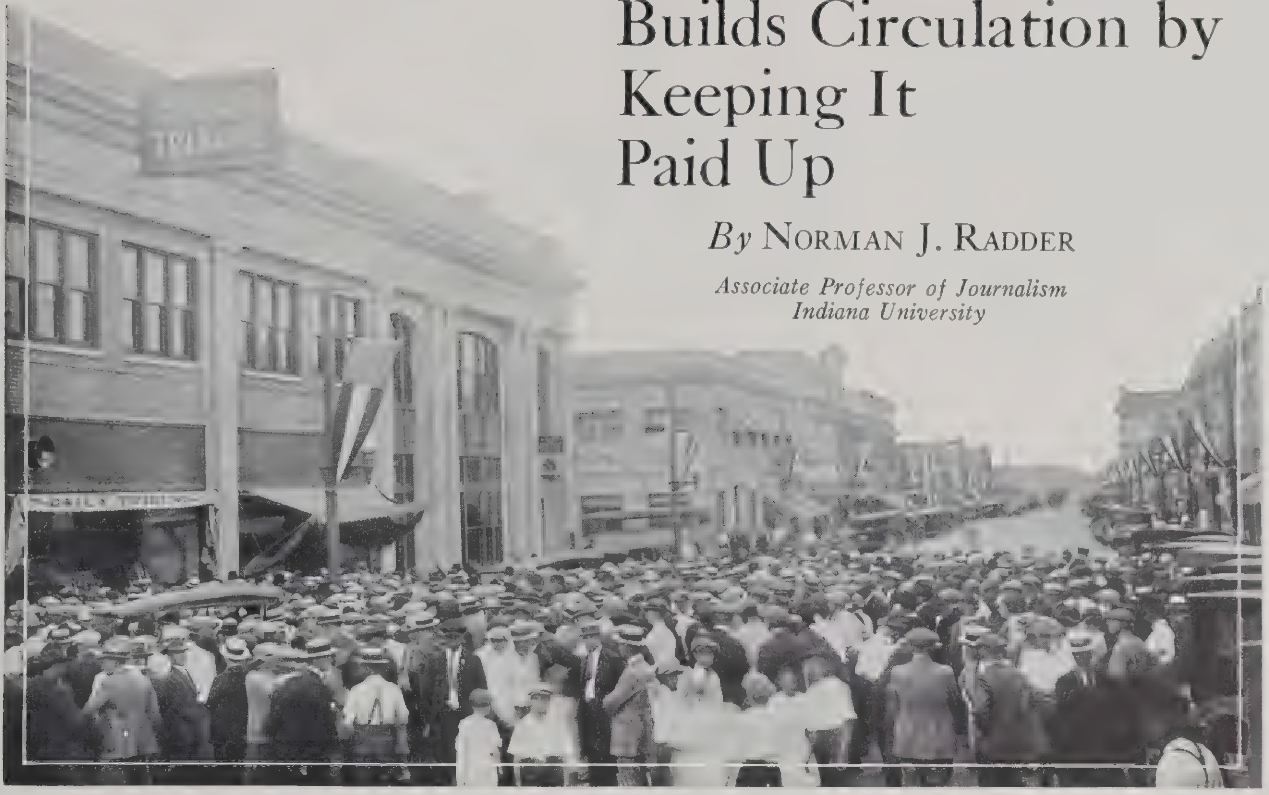
"More than that, you may lose contact for January too. The finances in most families during January are at low ebb, due to the extra expenses around Christmas time. Lots of your customers will be broke for a long time after Christmas time so lack of effort to get Christmas business really hits two months' sales, rather than those of one week or one month only."

H. H. KOHLSAAT—Arthur Brisbane, Syndicate Column: "On the last days of his life, he would cheerfully have formed a syndicate to buy out Curtis, Hearst, Lawson and the Chicago Tribune boys. He enjoyed life with its failures and its successes, and leaves only friends. That is as good as owning a successful newspaper."

Builds Circulation by Keeping It Paid Up

By NORMAN J. RADDER

Associate Professor of Journalism
Indiana University



PUTTNG OVER A BIG NEWS EVENT IN A SMALL CITY. ONE OF THE LARGE CROWDS PULLED TO THE HIBBING TRIBUNE BUILDING TO GET THE RETURNS OF A FISTIC BATTLE IN A FAR DISTANT CITY

Just How the Hibbing (Minn.) Tribune Put on 1,000 in One Year's Time

R. W. HITCHCOCK, publisher of the Hibbing (Minn.) *Daily Tribune,* although under the handicap of publishing a paper in a "well-papered" town of 16,000, in which from 50 to 60 per cent are foreigners or of immediate foreign descent, showed a gain of a thousand new subscribers in one year.

You recall that Hibbing is known internationally as the world's richest little town. Its assessed valuation is $90,000,000. It is built on the most valuable iron ore lands in the entire Mesaba range. Of the billion and a half tons of iron ore in Minnesota, 40 per cent lie in Hibbing and the territory within six miles of the village hall.

The "village" erected a high school at a cost of $3,750,000. No bonds were issued. The entire cost was met by taxes.

"Village" seems a paradoxical term when you view the handsome business blocks of brick and when you learn that the population is 16,000. But Hibbing is nevertheless a village—for political purposes.

Probably every daily paper at one time or another has run a feature on Hibbing—"Hibbing the City on Wheels" or "Moving a City" or a headline to that effect. The entire business district was moved a mile and a half about two years ago. When the new city was built, they did a good job.

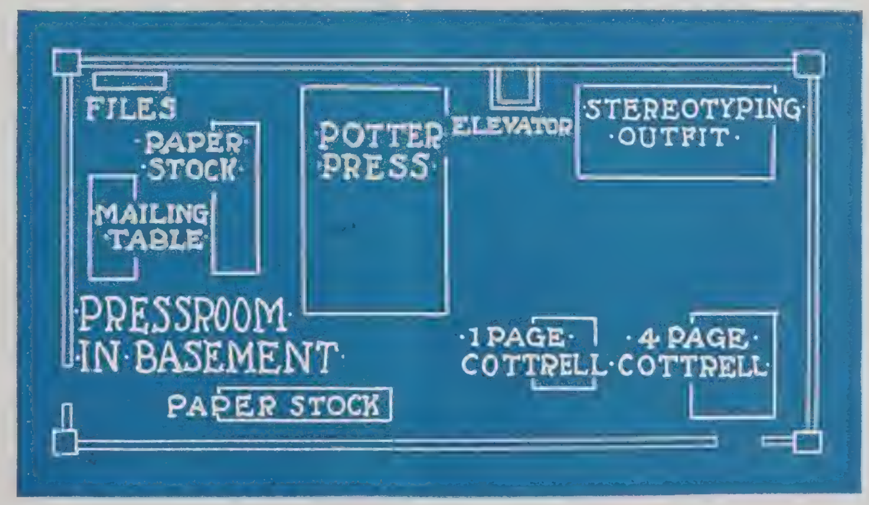
The two daily papers in Hibbing moved with the rest of the town. Both the Hibbing *Daily Tribune* and the *Daily News* are strategically located on the main business street in the center of the retail district within a block of each other.

HERE are the two distinctive features of Mr. Hitchcock's circulation system:

1. Practically all papers are sold outright to the carrier boys. Only a small number are sent through the mails.

2. One solicitor is kept on the job constantly.

(PLEASE TURN THE PAGE)



ARRANGEMENT OF THE PRESS ROOM

HIBBING (MINN.) DAILY TRIBUNE WINS DAILY RACES WITH COMPETITION FROM OUTSIDE

The *Daily Tribune* has a circulation of 3,952. Less than 250 copies are sent by mail. All other papers are distributed by carriers. The papers are sold to the carriers at different rates varying from 6 to 8½ cents a week. *The amount paid by the carrier depends on the size of his list.* The boys with the larger lists pay 8½ cents. The paper sells for 15 cents a week.

"The great advantage of the system is that all subscribers are paid up all the time," says Mr. Hitchcock. "Every carrier gets his bill once a week. There is practically no expense for bookkeeping. There are no losses from subscriptions; hence this plan nets more money than any other system I know of.

"Our plan is a direct aid to us in our fight for circulation. It is a big advantage for our solicitor to be able to tell a prospective subscriber that he does not have to pay any money in advance. Only a promise to pay the boy 15 cents a week is required. Usually a written promise is requested."

The carrier boys are kept interested in getting new subscribers by prizes such as footballs and catchers' mitts. When a mitt was awarded for every five new subscriptions, practically every boy brought in his quota. Twice a year the boys are taken to the theater or to a carnival.

The *Tribune* has 59 carrier boys and 26 news boys who sell the paper on the street. Fred O'Hara is superintendent of circulation. He does not devote his full time to circulation, but works on advertising as well. His work on circulation is chiefly that of keeping in touch with the boys, investigating complaints, and supervising the mailing.

One solicitor is employed all the year around. He has a steady beat around Hibbing and neighboring range towns within a radius of 20 miles. He is constantly at it making a house to house canvas and talking the merits of the *Tribune*.

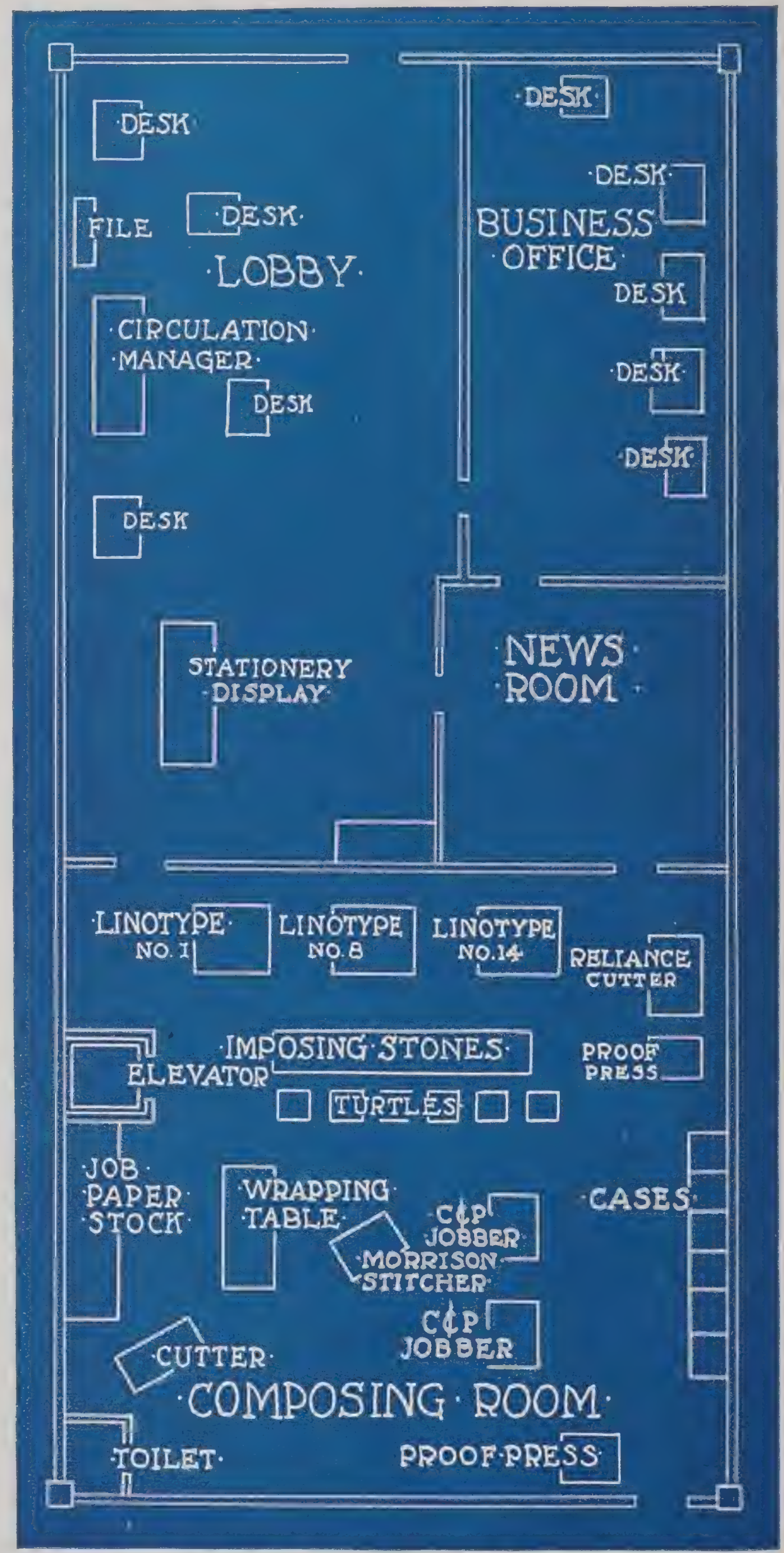
Mr. Hitchcock said he spends $60 a week on circulation. But he is confident that circulation gained in this way is circulation that is better than that obtained in any other way.

THE mechanical force consists of a foreman, 4 linotype operators, a make-up man, an ad man, a job man, one apprentice, 1 bindery girl, one pressman, and one assistant pressman.

The *Tribune* building is 125 by 30. The front half is used by the editorial and business departments. Here is also found a stationery display although Mr. Hitchcock says that this is not an important revenue producer. The building is about equally divided between front and back office. The composing room is 60 by 30. The equipment consists of a model 1 Linotype, a model 8, and a model 14; 2 Chandler and Price jobbers, 1 Miller feeder, 12 turtles, 1 Morrison stitcher, 1 Reliance cutter, and 1 C. & G. saw.

The press room in the basement is 40 x 30. The equipment includes an

Mechanical Department and Business Office of Hibbing (Minn.) Daily Tribune



TRIBUNE BUILDING, 125x30, EDITORIAL AND MANAGERS' SUITES IN FRONT HALF

8-page Potter stereotype press, a 4-page Cottrell press, a single page Cottrell press, a 2-stall steam table, a 1-ton metal pot, 1 tail trimmer and planer, and a packing table.

The *Tribune* added stereotype equipment three years ago. The entire edition is run off on the Potter press in about half an hour. This enables the *Tribune* to make the numerous busses for the various mining "locations." The Duluth *Herald* arrives in Hibbing at 6 o'clock; the *Tribune* is out at 4.

THE *Tribune* prints a large volume of local news—news of Hibbing and all the Mesaba range towns. Thirty paid correspondents are employed. Five people constitute the local staff: a telegraph editor who also does sports, a city editor, a woman's editor and two reporters. The *Tribune* takes a 35-minute A. P. service.

Mr. Hitchcock makes a special effort to give Hibbing people its first and most complete news of big events. On occasions such as elections, world series games and prize fights he hires a hall and a special operator.

The *Tribune* contract advertising rate is 3 cents an agate line, for both local and foreign. The transient rate is 5 cents. The Bonnett-Brown mat service is used. S. C. Thies represents the *Tribune* in the foreign field. The *Tribune* was established as a weekly in 1899 by J. A. McIntyre. Mr. Hitchcock bought half interest in 1906 and made it a daily—the first daily in the range. He bought out his partner in 1910.

Tufford Enjoys Life As Usual

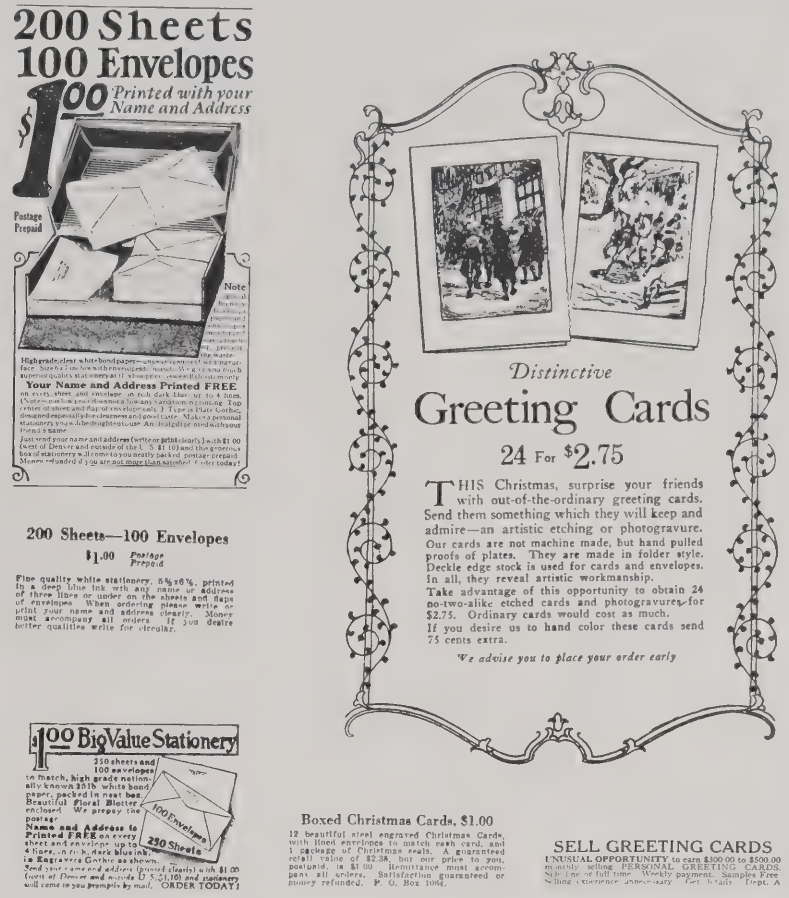
DIVORCE announcements are advertised by the Iowa Printing Co., Clinton, Ia., in a recent issue of Wil V. Tufford's periodical house organ for the plant. The secretary of the Inland Dailies quotes the folowing prices:

With black border	50—	$4.50
With black border	100—	7.50
Without black border	50—	3,00
Without black border	100—	5.50

(one envelope)

Terms of divorce, date when eligible to another marriage, whether alone in the world or with a ready-made family, can be printed on reverse, at $2 additional.

R. W. HITCHCOCK
Publisher Hibbing (Minn.) Daily Tribune



200 Sheets
100 Envelopes
$1.00 *Printed with your Name and Address*

Postage Prepaid

Note [illegible] ing waste

High grade, clear white bond paper—[illegible] writing surface. Size 6 x 7 inches with envelopes to match. We give you much superior quality stationery at [illegible]

Your Name and Address Printed FREE

on every sheet and envelope in rich dark blue, up to 4 lines. (Note—[illegible] a low any variation in printing. Top center of sheet and flap of envelope only.) Type is Plate Gothic, designed especially for clearness and good taste. Makes a personal stationery you will be delighted to use. An ideal gift printed with your friend's name.

Just send your name and address (write or print clearly) with $1.00 (west of Denver and outside of the U. S. $1.10) and this generous box of stationery will come to you neatly packed, postage prepaid. Money refunded if you are not more than satisfied. Order today!

Distinctive
Greeting Cards
24 For $2.75

THIS Christmas, surprise your friends with out-of-the-ordinary greeting cards. Send them something which they will keep and admire—an artistic etching or photogravure.

Our cards are not machine made, but hand pulled proofs of plates. They are made in folder style. Deckle edge stock is used for cards and envelopes. In all, they reveal artistic workmanship.

Take advantage of this opportunity to obtain 24 no-two-alike etched cards and photogravures for $2.75. Ordinary cards would cost as much.

If you desire us to hand color these cards send 75 cents extra.

We advise you to place your order early

200 Sheets—100 Envelopes
$1.00 *Postage Prepaid*

Fine quality white stationery, 5⅝x6¾, printed in a deep blue ink with any name or address of three lines or under on the sheets and flaps of envelopes. When ordering please write or print your name and address clearly. Money must accompany all orders. If you desire better qualities write for circular.

$1.00 Big Value Stationery

250 sheets and 100 envelopes to match, high grade nationally known 20 lb white bond paper, packed in neat box. Beautiful Floral Blotter enclosed. We prepay the postage. **Name and Address is Printed FREE** on every sheet and envelope up to 4 lines, in rich, dark blue ink, in Engravers Gothic as shown. *Send your name and address (printed clearly) with $1.00 (west of Denver and outside U. S. $1.10) and stationery will come to you promptly by mail.* ORDER TODAY!

Boxed Christmas Cards, $1.00

12 beautiful steel engraved Christmas Cards, with lined envelopes to match each card, and 1 package of Christmas seals. A guaranteed retail value of $2.35, but our price to you, postpaid, is $1.00. Remittance must accompany all orders. Satisfaction guaranteed or money refunded. P. O. Box 1064.

SELL GREETING CARDS

UNUSUAL OPPORTUNITY to earn $300.00 to $500.00 monthly selling PERSONAL GREETING CARDS. Spare time or full time. Weekly payment. Samples Free. Selling experience unnecessary. Get details. Dept. A

A FEW ADS FROM RECENT NATIONAL PERIODICALS

Why Don't Printer-Journalists *Call* This Mail-Order Competition?

ONE printer wrote *"NPJ"* recently (upon a questionnaire covering the exchange of practical ideas for building up local job business) that he didn't "fool" with getting orders for *private stationery* because "there is nothing in it." Another replied that it cost too much time to sell such printing, and so on. Others hadn't given the subject much thought. A growing number reported that they are doing a very nice business in getting and filling orders for stationery for home use by residents of their communities, farmers, and others.

Meanwhile, pick up a handful of current national publications, and see the increasing number of advertisements making concrete offers of letterheads and envelopes. The illustration herewith is the result of seven minutes' search of the advertising columns of a few "nationals." These mail-order printers are paying big prices for the ads. They are continuing to advertise, so it must be paying.

Why are printer-journalists, to a great extent, asleep on such propositions as this?

Such business is the business of the community printer-journalist. Get samples of this class of stationery and you will perceive that you can do a better, nicer job for your home folks, than they can get by mail, and make a good profit. It is a quantity-order and production problem, to some extent. Printers with newspapers in which to advertise their job department, have a thousand and one opportunities to get business and create new customers, of which this little article expresses but one. If these are used intelligently, there will be less heard about printing orders going out of town, and the like. There will be fewer occasions to kick about druggists and other retailers putting in devices for printing letterheads and circular letters for other retailers, in competition with the local printer.

Looking at it in one way, these mail-order printers are paving the way for more business in the community print shop, by stimulating interest. The biggest mistake, on the other hand, is to merely kick about their activities and not go after the orders locally by solicitation and advertising.

XI.—THE VARIABLE FACTOR

COST FINDING FOR PRINTERS AND PUBLISHERS
by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin
Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

THE cost system has a two-fold purpose: (1) *To determine the hour cost in each department;* (2) *To determine the cost of the individual job.* Clearly, the second purpose is dependent upon the successful accomplishment of the first.

Many plants keep workmen's time tickets and tracers and then guess at the price to be charged for the time. This defeats the whole purpose of the cost system. *The charge for time in each department should be based on the actual cost of time in that department as determined from the records of its experience.* Adherence to these prices is an absolute protection to the management from loss, no matter how much the volume of business may fluctuate from month to month.

The total departmental cost for the period, including fixed and current charges, will change but little from month to month. Obviously, the factor of the *hour cost,* which should engage the constant attention of the management, is the number of productive hours or the number of sold hours. Fluctuation in this divisor accounts for variation in the *hour cost* from month to month, more frequently than do other causes. Therefore, the cost system records suggest the desirability of so conducting the business as to *make the number of productive or sold hours in each department as nearly uniform as possible, as the most direct and effective means of stabilizing costs.*

IT should be borne in mind always that these productive hours, the number of which determine the hour costs of departments, have been actually sold, and they will be reflected in the revenues of the business for the period.

Theoretically, a strict adherence to the figures indicated by the cost summary protects the user of the cost system from loss. But *no accounting system can protect the user from temporary losses under unusual conditions* because the number of hours which can be sold in a commercial printing plant during a future month, cannot be accurately forecasted. It is well known that frequent and radical fluctuations occur in the number of hours sold, from month to month. This may be due to seasonal or to other local causes over which the management of the printing plant has no control. The number of productive hours required to print the regular issue of a newspaper can be forecasted with tolerable accuracy. And the cost of the newspaper, together with the fixed charges, may always be considered an anchor sheet to the windward by the publisher and printer, but there is always the variable factor, the productive or sold hours in the commercial printing department. This variation can only be reconciled by the use of the law of averages. *An average of the hour cost of each department for the twelve preceding months may always be accepted as a safe guide* and a safe selling price so long as the fixed charges remain the same.

And after all, *this is the only fair method.* Obviously, it would be unfair to the trade to change prices each month on a given piece of work due to a sudden fluctuation in the amount of work sold. *There must be stability and uniformity in prices to insure public confidence,* and the method suggested above insures a price that will be safe and protect both the management and the trade. The user of the cost system who discovers at the end of the month that he has sold his time in some departments at less than it cost, has the satisfaction of knowing that he will be compensated for his loss in some other month, basing his assumption on past experience.

And that which is true of costs as a whole from month to month, is frequently true of the departments in their relations to each other during one month. And it frequently is shown in the summary that while the time in one department has been sold below cost, that of another department has been sold above the average cost, so gains in one department will compensate for losses in another.

The *Operating Profit and Loss Statement* shown with the October assignment will always give a definite answer to all interrogations regarding the result of a month's business, regardless of the amount of time sold or the price at which it was sold.

The Cost System Applied to Advertising Costs

THE application of the cost system to the determination of *Advertising Costs* is its most useful development in printing and publishing plants in recent years. The practice of making a fixed uniform charge for space with an additional charge for composition is becoming more and more general among newspaper publishers of small and medium circulation. Publications whose space rates are several dollars per agate line have little occasion to worry about composition costs. But *many a country newspaper publisher is selling his space for about the cost of composition and sometimes for less.* Here again the application of the cost system make for justice and fair dealing among customers. Looking over the average newspaper which sells its space at a fixed rate, including composition, how frequently we find that one advertiser is paying, not alone for his own space, but for a goodly portion of the space of another advertiser who may be his competitor in business.

Frequently a page of composition represents ten times the cost in labor of that required to set another advertisement of the same size in the same issue. Obviously, *the only fair way to sell advertising is at cost plus a reasonable profit,* the basis on which the product of the commercial printing plant operating under the cost system is sold and the basis on which the product of every successful manufacturing business is sold.

It is easy to reckon the cost of white space. It is easy to reckon the cost of composition by the use of the workman's daily time ticket of the cost system set, and it is not easy to reckon it in any other way with justice to all concerned.

Each patron of the advertising columns should pay for the service which he receives, and no more. A quick determination of the cost of all advertising space in an issue of the newspaper is made by deducting the revenues from circulation from the total cost of the issue. Perhaps it is not fair to say that this represents the cost of the advertising, but clearly it represents a figure at which the total advertising space must be sold in order to protect the publisher from loss. But it does not operate to protect the individual advertiser.

Only publishers who use the cost system have any means of determining what their advertising space is costing them or what they should charge the individual customer. And many users of the cost system still cling to the old method of making a uniform charge for space, including composition. They, however, have the advantage of knowing what they must realize in total revenues from advertising to make their balance sheet show a profit. Yet they go on charging the advertiser who fills his space with an electrotype exactly the same price per inch which they charge the advertiser who may fill his space with six point type. Such a system leaves much to be desired and *ultimately a more intelligent clientage will demand something better.*

The ideal in printing plant service will not be attained till each patron is charged exactly what his service costs, plus reasonable percentage of profit which is uniform. And this cannot be attained except under the operation of the Cost Finding system.

(CONCLUDED IN DECEMBER)

Cartoon by WARNER
"NPJ" Artist

Tho' His Whole Plant Melted, Westover, "PJ," Kept Faith

Arizona Daily Association Chief Hereby Installed in the Hall of Fame

THE fact that Judge J. H. Westover, for two years head of the Arizona Daily Newspaper Association, and for about fifteen years owner of the Yuma (Ariz.) *Morning Sun,* once actually saw his plant *MELT AWAY,* is not the basic reason for installing him in *"NPJ" Hall of Fame*—a modest means and method of paying some measure of happy tribute to outstanding, progressive figures in the great field of the printer-journalist.

Nevertheless, that very thing happened to Judge Westover and the Yuma *Morning Sun.* Its home actually melted away, with everything in it.

Worse than that, one in whom Judge Westover had taken a great interest and had made the object of sincere affection, was responsible for the unusual tragedy. Yet, he is still loyal to the said object.

WHEN Judge Westover emigrated from his native state, Kentucky, to the southwest corner of the U. S. A., fifteen years ago, he took a daring step. It showed great courage and a lot of Faith.

When he, a year later, bought the *Morning Sun,* then by far more of a dim promise than a great light—he showed more *Faith.* Some of his friends marvelled!

When, later on, the efforts of a goodly number of years of toil and scrimping and scraping to make both ends meet, were swept away—when the whole works melted away one night, wiped out by the very object of Judge Westover's most lavishing devotion—he showed *FAITH* in capital letters, italicized.

As an examplar of *Faith* in all that is worthy of Faith, more especially the field of the printer-journalist, Judge Westover herewith and hereby is tendered this token. The letters *"PJ"* appear after his name on this page. They stand for *Printer-Journalist.*

Everyone who doesn't know the story—and there are many such among the readers of *"NPJ"* over the States and Canada—will by now be asking, what about the melting of the *Morning Sun?*

Oliver B. Jaynes, Tucson (Ariz.) *Citizen,* tells it this way, though not in the same words:

TWO essential points should be first taken into mind and held. One is that for several years after Judge Westover took charge of the Yuma *Morning Sun,* it was housed in an adobe building.

The other point is this: Judge Westover gave no small part of his time and energy toward hastening the "Colorado River Compact" in the southwestern state, in order that the waters of the Colorado and tributaries might be properly impounded and the flow regulated to accommodate seasonal requirements.

This brings us to a famous part of a famous speech Judge Westover once exploded with; to wit: *(Kentucky phraseology and accent!)*

"Why, sir, after publishing columns of poetic effusions in my paper on the danged stream, it overflowed its banks one night, sir; slipped up on the town, inundated my shop, melted it away; and the next morning the Morning *Sun* building was utterly gone, the presses, machinery *and even my delinquent subscription list* buried so far below the town's curb-line, that even the magnetic attraction of our charming young society editress, sir, has never brought so much as a Linotype slug to the surface."

This was in 1916. The Gila river was the betrayer. It swept over Yuma. *The Morning Sun* office was the first to collapse. The loss was complete, in every way that the word applies. Indeed, the property was neither insurable nor insured. The *Morning Sun* was absolutely through! Was it?

The paper was out of business twenty-one days and then the *Morning Sun* re-started to shine, bigger and brighter than ever.

The judge never neglects opportunities to express a deep and loving gratitude towards his fellow townsmen; while nearly all of them lost in the disastrous flood, any number of them came to the judge the morning after the awful night in Yuma, and offered cash and co-operation toward immediately installing a complete and modern plant, this time in a "non-dissolving" building. As Judge Westover is quoted: "These wonderfully good people, sir, made it possible for the *Sun* to keep right on shining over the fertile valleys of the 'Yuma Project', the Garden Spot of the Universe, sir!"

It has been said that Faith moves mountains and casts them into the sea. There, in Yuma, was *FAITH* that pulled the *Sun* out of the sea of disaster and mud.

JUDGE WESTOVER, *"PJ"*, is a member of the Kiwanis Club and of the Elks. He has served twelve years as director of the Chamber of Commerce and was its president for nine years. He was also president of the board of trustees of the Yuma grammar schools for eleven years.

During the two years the judge has headed the Arizona Daily Newspaper Association the organization has vastly

(TURN TO PAGE 24, COLUMN 3)

Have YOU a Best Seller on Tap?

An Experience Story

By EDNA FERBER

(Courtesy Doubleday, Page & Co.)

EDNA FERBER, author of "So Big", "Roast Beef Medium" and other serials, novels and short stories, not so long ago was a member of the Appleton (Wis.) *Crescent* staff, and later a reporter for the Milwaukee (Wis.) *Journal.* The managing editor of *"NPJ"* admits that "he knew her when", and that he assigned and edited some of her first news and feature stories.

"NPJ" is devoted to the exchange of practical experiences of printer-journalists in order to making printing-journalism a better business, with happier and more efficient executives and workers.

The following article, while not dealing with business or mechanical problems, no doubt will be of practical value to many a printer-journalist who has "the universal wish to write"—indeed, has a plot for a book or play at hand even now, if not a partly-finished volume.

MISS EDNA FERBER

A Successful Author Who Really Has Been a Printer-Journalist

* * *

THERE are people who write Best Sellers as a matter of business. That is, they are in the Best Seller business. They write them, I am told, deliberately and mathematically, using a formula as a cook uses a recipe.

I don't know how they do it. I don't want to know. I suppose they have some peculiar thermometer or mechanism by which they gauge that fickle phenomenon known as the public pulse. But occasionally some one comes along who commits a Best Seller in all innocence, and with no such intent. Of such am I.

When I finished "So Big" I thought that I had written the world's worst seller. I didn't think anyone would ever read it. And that's the literal truth.

It was this way. I had worked on it, day after day, day after day, for many months, starting at 9 each morning and working until 4 in the afternoon. Mile after mile I covered the distance, sometimes traveling fairly swiftly, sometimes scarcely able to lift one tired foot after the other. When it was finished, I was so dulled by contact with it that I scarcely could "see it."

AS the work of final correction began and progressed I began to dole out sheafs of copy to the typist. She used to call for a chunk of the story every day or two. She would appear at about 4 in the afternoon when I had finished work for the day, and when I was at my limpest, dampest and lowest. I remember her as a nice, fresh-looking, red-haired girl in crisp, cool, orchid organdie.

No other soul except myself had seen a line of that story. Each time she called I waited eagerly, hopefully, for her to make some comment; to show some liking for the story, or even to show dislike. She never did.

Well, said I to Miss E. Ferber, that settles it. There you are, Edna! I told you so! Who would be interested in a novel about a middle-aged woman in a calico dress and with wispy hair and bad teeth, grubbing on a little truck farm south of Chicago! Nobody. Who cares about cabbages. Nobody. I had carried the thought of "So Big" around in my head for five years or more.

I WROTE Mr. Russell Doubleday of Doubleday, Page and Company, telling him that I had finished the book but that it was not, in my opinion, a book that would sell. I thought it would be better for his firm as publishers and for me, as author, if we gave up the idea of publishing this story as a novel.

Mr. Doubeday replied that I might be right, but would I let him read it before deciding against it?

He read it. He wrote me a letter. I keep that letter to read on rainy days when I'm not feeling well.

MAKE A NEW RESEARCH

THE A. A. A. announces a research department. The advertising agencies say this will make a "qualitative" analysis of newspaper and magazine circulations, but not compete with the present "quantitative" Audit Bureau; that they will pay all expenses, and that they will take up other subjects of mutual interest to advertiser, agency and publisher.

WESTOVER, "PJ" OF ARIZONA

(CONTINUED FROM PAGE 23)

increased its service to the members. All of the dailies in Arizona (and several of the weeklies) are now members of the association as well as two dailies of El Paso, Tex. The association was organized in 1919 with only ten members. The officers, with Judge J. H. Westover: Fred Breen, Coconino *Sun,* Flagstaff, vice-president; Oliver B. Jaynes, Tucson *Citizen,* secretary-treasurer.

A big meeting of the association was held at Phoenix in October, and members of the Southwestern Associated Press Association and the Arizona Press Club, were in attendance. This brought together practically all of the publishers and editors of Arizona, New Mexico and West Texas.

Bride Offer Is 90% Winner

Experience of Ontario Publisher Who Has Been in Harness for More Than 40 Years

EVERY bride whose home is within the boundaries of Bosamquet, Plympton and Warwick, and who after marriage continues to reside in Lambton County, Ontario, received the Forest (Ont.) *Free Press* for one year without any charge, as a wedding gift from the publisher, H. J. Pettypiece. At least 90 per cent of these brides have become regular paid subscribers. This practice has been followed for a considerable number of years.

In several instances certain advertisers have been sold space in the *Free Press* because it goes into every *new* home in its circulation area. An increased price was secured in at least one instance for advertising from a widely-known remedy for which infants are supposed to cry, when the publisher pointed out that the paper goes into every new home in the county, promptly.

Publisher Pettypiece sends a simple printed form-letter announcement to the new brides, explaining the proffer and closing with a word of congratulation and the hope that the recipient will become a regular subscriber; "if not, we will not be displeased."

Mr. Pettypiece contributed this practical idea to *"NPJ"*, also writing of his interest in the contents, and being prompted by another article covering a similar plan used in a western state. He has been on the job over 41 years, having purchased the *Free Press* in 1883. In the meantime he has achieved eminence as a member of the Ontario legislature, as a poet, and an active community worker.

H. J. Pettypiece
Publisher Forest (Ont.) Free Press

Cranston Williams

S.N.P.A. Appoints Manager and Broadens Activities

W. C. JOHNSON, secretary-treasurer of the Southern Newspaper Publishers' Association, announces that Capt. Cranston Williams has been appointed manager of the organization, effective Oct. 1. Mr. Cranston now is a resident of Chattanooga, Tenn., and has taken up the new work, and extension and broadening of Southern activities under Mr. Johnson's direction.

Capt. Williams has spent all of his life in newspaper offices, except two years in the army during the World War, he having been commissioned Captain and serving overseas. On graduating from Emory College in 1915 he went to Americus, Ga., as editor of the *Times-Recorder,* and has had actual experience in every department of weekly and daily newspapers. He is the son of J. C. Williams, editor of the Greensboro (Ga.) Herald-Journal, and a real printer-journalist.

FOR THE SAKE OF DICK

By CHARLES NICHOLS WEBB

KEEP it out of the papers! Why? Well—because he never intended to break no laws. You might just call it a boyish trick. Don't print it, old man, for the sake of Dick!"

"For the sake of Dick! goes the endless wail. "For the sake of Jones" and his pile of kale. "For the sake of mother, sister, wife! *If you print this tale you'll ruin his life!"*

Butcher, baker, social queen, all have a yarn which can't be seen. All come to the editor tearfully; imploring to "please hush it up for me." Successful, they'll meet their friends and brag how they muzzled the mouth of the "yellow rag."

All of us pray for a paradise where nobody offers free advice; where news can be printed without restraint or even the censorship of a saint, and where, above all, the endless wail, "Oh, please, do not publish the sordid tale, for the sake of Dick!" will not be heard and we'll print the yarn, as the yarn occurred, and take as our slogan, terse and neat, "Go get the truth!" *For the love of Pete!"*

One of Many Ways in Which a Great State Association of Printer-Journalists Encourages Journalism School

Finest Newspaper Copy Desk on the Coast, at the Oregon University Department, Presented by the Oregon State Editorial Association. Left to Right—Hal E. Hoss, President of the association and managing editor of the Oregon City Enterprise; Eric W. Allen, dean of the department; George P. Cheney, publisher Enterprise (Ore.) Record-Chieftain; Elbert Bede, editor Cottage Grove (Ore.) Sentinel, and L. D. Drake, Astoria (Ore.) Budget.

20,000 Hand Bills Delivered 3 Hours After Order Reaches Printing Plant

Chief Describes Exceptional Achievement for "NPJ", as an "Experience Story"; Values of Modern Equipment Illustrated.

HOW a plant handles a real, unusual rush order is always interesting to readers of *"NPJ"*, who seek practical experiences in its columns for study and adaptation, and here's an exceptionally good description of an exceptionally "fast one."

In three hours after copy was received by them, the Barber Printing Co., Winston-Salem, N. C. set, printed, cut and delivered 20,000 6x9 hand bills. This was a Saturday forenoon. The sales manager of a large, out-of-town customer (in Salisbury) mailed the order Thursday, with instructions to deliver Saturday noon. E. F. Barber, the president of the printing plant, describes the work as follows for *"NPJ"*:

"Due to the fact that Friday was a holiday at the postoffice, this letter was not delivered to us until 8:40 Saturday morning. As we close at 11:45 Saturdays, ordinarily we would have made no attempt to get these circulars out, but being very anxious to accommodate our good customer, and finding that our Kelly press would be open at 9:45, we without the loss of a moment's time, put our Ludlow to work, one compositor setting and casting the type-slug lines, another cutting and fitting the borders and spacing out. At 9:45, just one hour after the copy had been given to the compositor the form was set, corrected, and locked up for press. At 10 o'clock the press was running on the job. At 11:40, the delivery clerks were wrapping. At 11:45, the entire 20,000 dodgers were being shipped to the customer—three hours and five minutes after receipt of copy.

E. F. Barber

"Of course without our high speed Model B Kelly we could not have made delivery even though the forms had been set, but regardless of any press equipment we do not believe this record could have been beaten in any shop, nor equaled in any shop not operating a Ludlow."

CURTIS WINS IN SUIT OVER CIRCULATION RULES

THE United States Supreme Court has upheld the Curtis Publishing Co., which fought the action of the Federal Trade Commission against the Curtis circulation policy. Curtis refused to sell its publications to any dealer who would not refrain from selling those ot certain competitors, it was charged. The commission rules this was in restraint of trade. Curtis appealed.

GET BEHIND SCHOOL—Members of the Southern Newspaper Publishers' Association, upon recommendation of Thomas J. Hamilton, president of the Augusta (Ga.) *Chronicle,* will lecture to journalism students at Mercer University, Macon, Ga.; and on both editorial and *publishing-printing* topics. Few journalism schools pay any attention to the production and business sides and *"NPJ"* is glad to learn that the Southern is taking a practical viewpoint along these lines.

Make Your Paper Alive With Names and Faces; *It Pays*

Publisher-Printer Reaching $8,000 in Live Stock Ads Annually in 861-Town, Gives This Experience

By EDGAR WHITE

Macon (Mo.) Chronicle-Herald

"I WOULD not trade my job as editor of a country newspaper for that of President of the United States. The President is restricted to narrow conventional lines over which he dare not step. The country editor is under no such restrictions. His reward is in being original and defying the old traditions."

◆ ◆ ◆

A NEW note founded on practical experience, was sounded at a meeting of the Northeast Missouri Publishers' and Printers' Association, not so very long ago. It was by Edgar Nelson who, in a town of 861, developed a live stock advertising patronage for the Bunceton (Mo.) *Eagle* of over $8,000 a year. So Mr. Nelson was asked to attend a convention held at Moberly, and tell how he did it. He is now publisher of the Boonville (Mo.) *Advertiser*, a large paper in a larger town.

The Bunceton *Eagle* had a state-wide reputation for its good feature stories, something rare for a village paper. Since taking hold of the Boonville *Advertiser*, Mr. Nelson has given that paper an even wider reputation than the *Eagle* had.

Mr. Nelson was assigned a place on the program as a member of the younger generation who was representative of progressive thought in newspaper making.

In his talk to publishers from twenty-six large Missouri counties, Mr. Nelson said:

THE Boonville *Advertiser* has fifteen country or rural correspondents. In the stack of letters reaching the office from these correspondents weekly, we often find 'nuggets of gold.' We go through these letters as carefully as the sluice miner examines his pan. When a real story crops out, we remove and play it up apart from the regular letter. If it needs further detail, we call up the correspondent. This encourages the correspondent to 'dig' for feature stuff for his letters. All writers like to see their material made prominent.

"Aside from the news, the people demand features—stories of human interest. They like to read stories with a dramatic setting, and will remember them. *I have discovered that my readers will remember good feature stories long after they have forgotten the best news we have been able to pick up.* And they discuss the feature stories with interest and pleasure, together with the name of the newspaper carrying them.

"The story of a well known and faithful baggage man, an employe who had served 30 years, was printed along with his picture standing at the door of his car, in an attitude familiar to all our people. I often hear folks talking of that story of the faithful employe, even now.

"Then there was the story of an ancient house that nestled amid some stately trees, some ways out—a landmark of the days when the freighters camped there on their long journey to the far west.

"The old house had fallen into evil days. Some eight years ago a woman with a vision, noting the picturesque location, induced her husband to purchase it. Driving along the trail recently I noted a wonderful change. A thousand feet of crimson rambler roses formed a hedge surrounding it, the most beautiful 'fence' that could be imagined. And the old place had such a charming look about it, that I took some photos of it and worked out a story of the place's popularity in the days of the Santa Fe trail, how it had fallen into decay, and how the new owners had brought it back to beauty and use.

"That story was read with eager interest, because it was news to most people, and had a fascinating grip to it from several angles. Besides it made friends with the owners, and brought us considerable advertising for their products.

"Here I might say that history is interesting, not from the chronological manner of its presentation, but from the interesting features that crop out here and there. Everybody remembers the story of Pocahontas and how she saved the life of John Smith; of Paul Revere and his thrilling ride to arouse the people of Lexington and Concord; of Washington crossing the ice-clogged

EDGAR NELSON, *Printer-Journalist*

Publisher of the Boonville (Mo.) Advertiser
Formerly of the Bunceton (Mo.) Eagle

Delaware; of the momentous duel between Alexander Hamilton and Aaron Burr, and other features of human interest.

"So with your home county. You can impress your people with its importance by telling them stories of the past, stories which they will remember and which will cause them to have a greater interest in the people who have gone before, and in their accomplishments. On such things is built a pride for country and community, which helps for the future.

TWENTY years ago, on the Bunceton *Eagle*—Bunceton is a town of 861—we began to feature live stock and farm news and features. The last year I ran the paper it was doing a live stock advertising business of over $8,000 a year. That was a feature that had a direct cash value.

"We have conducted a campaign that, in this section, is unique with our paper. We got photos of the mayors in all the towns of our county, and later the pictures of councilmen, aldermen and other prominent officials. The purpose of such features is to *make the paper alive with names and faces.* We have gone far enough to know *this always pays—there is no doubt of that!* We have always used the camera generously. Hundreds of photographs for our paper have been taken in Cooper county, and we have spent many hundreds of dollars for engravings.

"These half-tone engravings held in advertising, in increasing the subscription list, in extending our circle of friends and in creating favorable talk about the paper. People like to see their pictures in print, along with some accomplishment. It is human nature, and entirely proper.

IN the field of feature writing and getting up feature stories an eagerness to work—a consuming industry—will carry your further than mere cleverness.

" 'Oh, but it takes a terrible lot of time!'

"Well, *we have all the time in the world for anything that will interest our readers.* But you can systematize your labor so it will not take as much time as you think. In my office is a ten-dollar-a-week girl who saves me $50 a week in time. I can hustle around and get the running gear for my stories, dictate to the stenographer, and while she is transcribing her notes I am free to do something else. I grant you if I had to pound these stories out on the typewriter myself the problem of time would cut quite a large figure.

"As to my job—or your job—*I would not trade the place of country editor with that of any other position in the world—not even to be president of the United States! That's the way you feel about it if you are sincerely ambitious to reach the highest results in the newspaper business.* You must love your job—feel the tingle of it in your bones—and then you are as certain to win as the sparks fly up!"

THE FACTS DAILY RECORD FOR MONTH OF__________

Cash Receipts For Day	Circulation	Number of Pages	Number of Reader Advertisements	Number Classified Advertisements	Inches Legal Advertisements	Inches Foreign and One-Time Rate Advertisements	Inches Local Adv. Including Classified and Business Cards	Total Inches Paid Advertising (Last Three Items)	Total Inches Reading Matter	Inches in Issue	Columns Advertising	Columns Reading Matter	Per Cent Advertising	Per Cent Reading Matter
1														
2 to														
31														
Totals														
Averages														

THERE IS A SPACE FOR EVERY DAY OF THE MONTH ON THIS BLANK

Daily Report Form Gives Complete Set of Information in Small-City Plant

"NPJ" Will Be Glad to Have Other Managers Contribute Their Experiences on This Subject

PAUL W. MOORE, manager of the Redlands (Cal.) Daily Facts writes *"NPJ"*: "I was interested in the article on page 30 of your October issue (Cash and Ad Report Forms of K. A. Engel, Little Rock, (Ark.) Democrat), and am glad to contribute in return a monthly report blank devised and used by us. It has been continuously used since March 1917 and we feel it covers the needs of our country daily of 3,000 circulation, in a 15,000 city.

"The items are filled in promptly every afternoon as soon as the first copy is off the press, and a copy of the paper showing percentage of advertising is dropped in the mailbox outside our door for the postoffice clerk. We keep the reports on file in adjustable looseleaf binders and they are easily accessible for comparisons by days or months.

"Permit us to compliment you on the character of the matter you are publishing and allow us to say that *"NPJ"* is thoroughly read in this office."

"NPJ" always welcomes accounts of experiences and ideas from readers.

Pocket Memo Books Are a Means for Developing Orders for the Printers

Analysis of a Popular Advertising Specimen Shows That Any Shop Can Go Into This Venture Profitably

HOW many printers have looked into the possibilities of the memorandum book as a means of developing orders for printing? A pocket memo book put out by the Bromo-Seltzer people is what called this to mind, says the *Printing Craftsman.* This little book, small enough to slip into the vest pocket or a lady's pocket book, has eleven blank pages for memo of shopping list or telephone numbers, etc. On the inside cover is a complete calendar. There is a full page of brief directions for action in case of an accident, and another page of familiar facts. At the bottom of each blank page is a little advertising line.

The leaves are of a good grade of white news stock and the covers of light flexible low cost bristol or cover stock. The leaves are bound in with a single staple, and the covers open perpendicularly.

A printer could make up these memo books in quantity at a very low price and use them for a stock article, quoting a price for printing a merchant's ad on the covers. For the fact pages a variety of subjects could be chosen, either for general use or adapted for the drug, lumber, furniture and other trades, to suit their lines. A dummy sample ought to bring orders from a different line of retail trade, in different sections of a community.

If the forms were stereotyped or electrotyped, as could be done for the general pages, a printer could make them up at comparatively low prices and at comparatively low cost in quantities, while the imprint could be put on after they are bound, almost as well as before. Should a printer have a large manufacturer for whom he does printing, one who has a staple article that is carried by many retailers, he should be able to garner a good sized order for these books.

Pocket memo books, especially of the give-away kind, are in steady demand by patrons of stores and other places.

Peddling of Circulation and Circulation Peddler, Failures

Kansas Daily's Manager Talks Straight in Discussing Commission Agents, Salaried Men, Their Employment and Rates of Remuneration

By C. B. McCauley
Circulation Manager
Wichita (Kans.) Daily Beacon

IN CONSIDERING applicants for traveling subscription agents on a commission basis, the same care should be given to the selection of an agent on commission as to one working on a salary and expenses. Circulation managers in hiring agents on commission have been vainly "safeguarding" themselves with the belief that the business obtained could only cost the percentage of commission agreed upon. That is obviously untrue and the results disappoint.

I do not believe that there is a newspaper but what is in a position to offer just as great an opportunity to a high-class salesman as he could find in any other line, and the circulation manager who tries to build up a traveling agents' organization with old-time hard-boiled book agents and peddlers will reap as he has sown.

AFTER exercising the best judgment in the selection of an agent, the next important step is to get him started right. It is easy for the circulation manager to paint a golden word-picture of success, but when the solicitor is turned loose with a receipt book and a block of hard territory, the colors are liable to fade—and *your agent will do likewise.*

The plan I have followed, with a reasonable degree of success, is to send the new man out with an experienced man for the first week. It is natural for a solicitor to think that he can accomplish the things that he has seen demonstrated by another of no more apparent ability. This plan also establishes confidence in the proposition.

I am in favor of giving a solicitor a *certain block of territory,* and then hold him responsible for results.

One of the most difficult problems in handling commission agents is to get them to work the territory thoroughly. It is only natural for a commission agent to try to get over the more difficult sections as quickly as possible, with the view of getting into better territory, where he can make more money. To overcome this difficulty I try to equalize the territories, so as to allow each agent a fair average.

C. B. McCauley

◆ ◆ ◆

ONE must make it possible for the solicitor to earn a reasonable salary. The commission, again, depends upon local conditions, how badly you need circulation, and what your publishers are willing to pay to secure it.

In my opinion, the average agent under ordinary circumstances and conditions, should be able to produce enough business to earn a reasonable salary at a commission not to exceed 40 per cent.

The commissions generally allowed to agents, rural carriers and postmaster by most publishers seems to be 20 per cent, and in my opinion this amount is about right, as the business received from this source is secured with very little effort and no expense, and the commission paid is often simply a good-will offering from your publisher, as the probabilities are that 90 per cent of such business would have been sent direct by the subscriber.

QUALITY vs. QUANTITY—Basil L. Smith, to Inland Daily Press Association: "More reader-value and interest, not more quantity of circulation, is the call of the times in newspaper publishing circles. This means less expense and much greater profit."

MIXING—Roland T. Patten, Skowhegan (Me.) *Reporter,* is constantly pulling stunts which keep his paper and job plant before the public. He recently gave his fellow Rotarians an Indian club exhibition. The club suddenly flew and struck a prominent citizen, who fell. Just then newsboys rushed in with extras about "the terrible accident." Then everybody "came to," and was tickled with the affair, and a lot of speeches were made in the meeting praising Patten for his enterprise, and telling what a fine paper and job plant he has.

DEAN OF STATE PRESS FIELD MEN KEEPS GOING

G. L. CASWELL, managing director of the Iowa Press association, is back on the job after spending some time in California on account of his health. He ran true to form while gone, and helped organize a new press association in California and made addresses at other association meetings. Caswell is the dean of state press field men. He is known all over the country and his services are in frequent demand.

—*Nebraska Bulletin*

APPRECIATED—Publishers often run accounts of trips they have taken, in their newspapers. Charles M. Meredith, Quakertown (Pa.) *Free Press,* has reprinted such an account of the last N. E. A. trip into Mexico in an attractive though inexpensive, brochure. He encloses a card, which asks for acknowledgment, which "will not only prove that we have the correct address, but perhaps permit us to send you something else later for your personal benefit." Mailing lists easily get out of date and become incomplete. It takes a keen editorial mind to solve the problem.

RADIO SPARKS—The Chicago (Ill.) *Tribune* promised to contest the Associated Press ruling which in effect prohibits radio broadcasting of election returns by newspapers using the A. P. service, claiming the rule would prevent giving local election return flashes to people in its home locality.

Poetic Job Printer's Call to Customers

ADVERTISING the job plant or department by the use of blotters sent to prospects and customers, is a plan used in a novel way by L. F. Duetzman, Smithtown Branch, Long Island, N. Y. He writes rhymes for the text of his blotter ads. Here is one he used recently:

I'VE a little plant in the country close by a purling stream, where the pressman never wrangle, nor the walls bear scrawls obscene—and it's there your little booklet or letterhead, won't fail to make a hit for style and wit, or to bring back—the kale.

WHY give your best to a mad house, where price and rush prevail? Why burden a thoughtless printer, when a thoughtful one's for sale? By the country stream, we will plan your dream, for the salesman or the mail.

SO send me your little order, be it large, or fine, or small — and if you want to see me, I'll be very glad to call, but the plant is out here waiting, waiting to serve you well, so the sooner we get together, the sooner your goods will SELL!

GERMAN MASTER PRINTERS' UNION LEADERS IN AMERICA

A FORMIDABLE delegation of the German Master Printers' Union is spending a period in America, beginning with attendance at the U. T. A. convention in Chicago. During the tour of the United States, the delegation has inspected many leading printing and newspaper plants and machinery manufacturing establishments. The photograph was taken during the delegations' visit at the American Type Founders Co.'s plant, typographic library and museum in Jersey City, N. J. During the entertainment an address was made by President R. W. Nelson of the A.T.F.Co. (he is in the very center of the group), and also responses by a number of the German guests, who included: Dr. Kurt Woelck, Berlin; Eugen A. Kaemmerling, Hanover; Otto Sauberlich, Leipzig; Stadtrat Hans Heeneman, Berlin; Friederich Cramer, Brandenburg; Otto Boll, Berlin; Ernst Passler, Dresden; Fritz Bagel, Dusseldorf; Dr. Wilhelm Korn, Breslau; Alexander Oldenbourg, Muenchen, and Siegfried Weber, Leipzig.

◆

Printer-Journalists Study U. T. A. Waste Paper Plan

Salvaging With Proper Sorting Proves Remarkable Source of Income

NOT so long ago, waste paper as a salvage by-product was considered too trifling for consideration, and either was sold by the foreman of the pressroom for a petty sum as an emolument additional to his salary, or was removed by the junk man, who gave no return for it except to clear the space it occupied. Times have changed, says the *U. T. A. Bulletin.* Prices for waste paper have increased to a point where, in cities which permit of shipment to the mills at reasonable freight charges, it is a real item of income to the printing plant. Especially is this true in cities where the local organizations pool the waste paper of their members and bargain collectively in its sale.

The Philadelphia local of the U. T. A. is returning each year to forty-two of its members 122% of their annual dues thru a co-operative waste paper enterprise. Due principally to the lack of grading in some plants, some of their members are receiving only twelve per cent of their annual dues, while on the other hand, one member is receiving 925% of its dues.

Those members of the Cleveland local participating in the waste paper service received last year for this salvage $43,840.20, which is about twice the amount of their membership dues in that local for the same period covered.

The Buffalo local reports that the waste paper prices secured for its members are from 30 to 40 per cent higher than the prices paid to printers in Buffalo for single loads.

Detroit states that thirty-five of its members paid in dues of $13,817.30 per year and received for their waste paper $26,094.28 for the same period, or almost twice as much.

Another local reports that the average waste paper receipts of its members are 50 per cent higher than their dues. This local also reports 20 per cent of the net weight consists of white shavings, a fact which has been brought out by the proper separation of white paper from the mixed shavings. As the white shavings are worth $44 per ton more than the mixed, a very considerable increase is secured by sorting.

This point of sorting is the key to the proper sale of waste paper. This side line activity of local organizations has become so popular recently that there is a woeful need of standardization of grades. The waste paper market itself is not standard as to grades. The mills and dealers in different localities use different styles and definitions for the different grades.

THE Oklahoma City (Okla.) *Daily Oklahoman* publishes a small news sheet monthly, to all its news correspondents over the state, which helps to keep them active.

LOOKING THEM OVER : : : With "NPJ"

Readers are Invited to Submit Copies of Their Newspapers for a "Once-Over." This Department Purposes to Interchange Ideas Among Printer-Journalists. Criticisms on Specific Points May be Had Upon Written Requests.

A REAL COMMUNITY BUILDING DEPARTMENT—"On the square and off" is the title of a one-column department on the front page of the Dyersburg (Tenn.) *State Gazette.* The department is composed of descriptions of the store windows in various parts of the town, and musings of the column editor in contemplation of them. The choicest of English and the most sparkling of literary styles makes the department delightful reading, and the items are so far from being a series of "write-ups" that there is no comparison between them. Mrs. J. C. Rogers, wife of the editor of The State Gazette writes the column. Mr. Rogers writes: "The department has stimulated merchants into brightening up their windows, and actually has caused several owners of stores to demand their landlords to install modern store fronts from them. The general result is that our stores 'on the square and off' have taken on the appearance of being large city stores. It does more to liven up the town than anything I know of."

NEWSPAPER RUNS STATIONERY STORE—One newspaper which is not disregarding the opportunities for profits through a stationery department, is the Albert Lea (Minn.) *Evening Herald.* It not only sells correspondence stationery of all kinds, for both private and commercial use, but it sells ledgers, transfer binders, ring books, sheets and forms, folders, indices, cards, etc. During the month of December the paper uses a considerable amount of advertising space in promoting the sales in this department, for Christmas trade, and for reminding the business men that for many of them, a new fiscal year is at hand.

UNIQUE CIRCULATION CAMPAIGN—The La Farge (Wis.) *Enterprise* planned to add 2,000 subscribers to its list by December 1, according to Editor J. E. Rockwell. A cash commission of *fifty cents* is paid to every person reporting a new subscription, and besides this a weekly premuim amounting to *ten cents* on every subscription turned in during the week is given to the person who gets the greatest number each week. Also at the end of the drive the solicitor with the greatest number of new subscriptions will receive a final cash prize equal to 15 per cent of all the subscriptions brought in during the contest.

RECEIVES HIGH COMPLIMENT—The South Orange (N. J.) *Record* was called "the best weekly newspaper of its kind in the United States", by Eugene W. Farrell, business and advertising manager of The Newark (N. J.) *Evening News,* in a speech before the Kiwanis clubs of South Orange, Maplewood and Irvington. The speaker stressed the excellent news department of the paper and also pointed out the sincere effort of the paper to promote the welfare of the community through its editorials.

8-PAGE SECTION ON NEW BANK—The Fairport (N. Y.) *Herald* signalized the opening of the new building of the local National bank with a special 8-page section in addition to its regular run of 8 pages. Featured on the front page was a picture of the bank and of all the officers and employes, with write-ups on the building and the people. The other seven pages of the section carried display advertising of the bank and of the firms connected with its construction and equipment.

HOME TOWN FEATURE—Northfield (Minn.) *News,* Herman Roe—Pictures of local prominent men are being run with little stories telling where and when born, arrival in Northfield, inducements to come, what does Northfield need most, and some counsel for younger people.

"TINY TOT CORNER"—In the upper right-hand corner of the editorial page of the Liberty (Neb.) *Journal* is a department entitled, "The Tiny Tot's Corner", in which all news about the young folks of the town related.

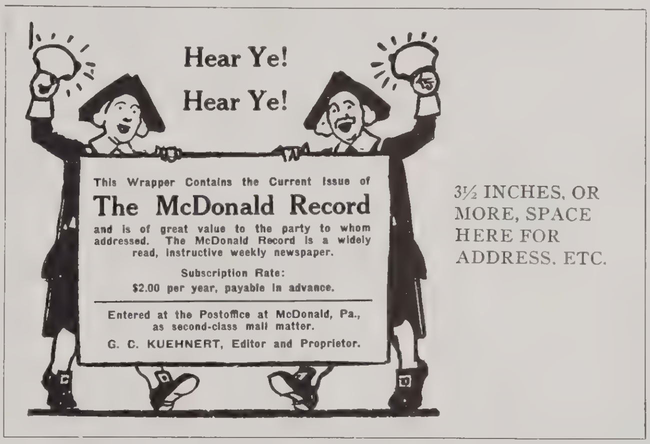
FOREMAN HEALY USES "NPJ" TIP TO BOOST HIS PAPER'S CIRCULATION

RECENTLY *"NPJ"* had a pleasant letter from Adrian Healy, foreman of the McDonald (Pa.) *Record,* stating he gets a great deal of good from every issue of this "Magazine for the Newspaperman and the Printer." The editor asked him to contribute an actual experience resulting from the use of an idea gleaned from *"NPJ."*

Foreman Healy has replied with samples of *newspaper wrappers,* for which he got the idea from these columns, and one is reproduced herewith. He states that he runs these on the backs of old circulars, forms, etc.

Mr. Healy has just completed 10 years of service with the *Record,* starting as "devil" and managing to get in a full 4-year high school course. He is a crack Linotyper, and does effective work in every department of the *Record.* He is also active in outside sales work. Mr. Healy is a working member of various local organizations. He was recently married.

"I read and enjoy *"NPJ"* and carry out helpful hints in its columns every day," he writes. He prepares many advertisements using the Meyer-Both service. The publisher of the *Record* is G. C. Kuehnert.



Hear Ye!

Hear Ye!

This Wrapper Contains the Current Issue of

The McDonald Record

and is of great value to the party to whom addressed. The McDonald Record is a widely read, instructive weekly newspaper.

Subscription Rate:
$2.00 per year, payable in advance.

Entered at the Postoffice at McDonald, Pa., as second-class mail matter.

G. C. KUEHNERT, Editor and Proprietor.

3½ INCHES, OR MORE, SPACE HERE FOR ADDRESS, ETC.

A NEWSPAPER WRAPPER OF McDONALD (PA.) RECORD

WHAT SHOULD THE COUNTRY EDITOR TALK ABOUT?—Editor F. M. Johnson of the Lowell (Mich.) *Ledger* takes issue with a few of his confreres on the question of what the country editor should confine his editorial comments to, saying that the national and international questions are just as worthy of treatment by the small paper as they are by the large metropolitan dailies. Of course, he agrees that local topics should occupy the prominent place in the country paper's editorial section.

TAKING HOLD—Articles in *"NPJ"* and addresses at conventions by the editor, calling down printer-journalists for publishing so-called jokes about the non-paying subscriber, the kicking job customer and a lot of "sympathy" stuff, are taking hold around the country. M. V. Atwood, addressing the Central New York Press Association last month, said: "Country journalism is held in ill repute because of the position publishers take when they refer to their profession, jokes published, and so on."

(TURN TO PAGE 32)

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS

Left to Right, (a Photo taken at the Second Annual Meeting in Salt Lake City, Utah), Ole Buck, Nebraska; Theodore Johnson; O. W. Little, Kansas; E. M. Lovendale; H. L. Williamson, Illinois; B. T. Lange; E. A. Bemis, Colorado; Sam P. Harben, Texas; J. S. Hubbard, Missouri; H. C. Hotaling, N. E. A., St. Paul; M. C. Morley, R. T. Porte and H. W. Porte. The young ladies are Porte employes; the only one wearing a hat is Mrs. Porte

PERSISTENT "POUNDING" PAYS—The Passaic (N. J.) *Daily News* is making its slogan *"A Copy Read in Every Home"* nationally known. The line is used in every way that a live publisher would use it, but in addition the *News* often sends out specific-interest clippings from its columns to readers and advertisers, pasted on a bit of newsprint bearing this caption:

PASSAIC DAILY NEWS
A Copy Read in Every Home
PASSAIC, NEW JERSEY
(Date of the Item)

GOLDEN JUBILEE EDITION—The Fairmont (Minn.) *Daily Sentinel's* Golden Jubilee Edition is "frankly reminiscent," according to a long editorial on the why and the wherefore of the anniversary issue. And it certainly *is*. Every conceivable angle of the history of Fairmont is treated, together with its connection with *The Sentinel*. The paper has a right to claim connection with nearly all of the town's history, because it is the oldest business institution in the county. Frank A. Day founded the paper in 1874, and is still editor.

COUNTRY CORRESPONDENCE "SIGNED"—The Honeoye Falls (N. Y.) *Times* prints the names of its country correspondents in a box with the name of the town or district over the weekly letter. This plan is believed to place responsibility for the news matter and also express credit for the work. This paper runs a full page of sport news every week.

ENVELOPES—Dresden (Tenn.) *Enterprise*: "Buying government (?) printed envelopes is the same thing as buying dry goods, etc., from mail order houses. Don't complain if your customers get big packages from the mail order houses when you yourself are doing the same thing in the purchase of your office stationery."

NEWSPAPER HISTORY—A regular department in the Weston (W. Va.) *Independent* entitled "Newspapers and Printers" deals with the early history of the several journals and journalists in Lewis county, W. Va. Roy B. Cook, author of the Boyhood Life of "Stonewall" Jackson writes the sketches.

INCREASE SIZE TO SIX COLUMNS—The Liberty (Neb.) *Journal* increased the size of its page from 5 columns to 6 columns. A front page story about the change tells the readers and advertisers of the *Journal* how much more they get for their money through the change.

UNHAPPINESS ON MARS—"There is going to be a great deal of dissatisfaction on Mars after Saturday," remarked an editorial in the Baton Rouge (La.) *News*. "On that day the planet will be nearer the earth than it has been in 200 years—only 34,630,000 miles. The Martians will naturally be out with their field glasses; and when they locate Baton Rouge, the contrast with their own home towns is going to create a lot of soreheads."

IT'S THE CITIZEN NOT THE TOWN—The Thayer (Kan.) *News* taps a rap at the habitually howling citizen who sees nothing good in his home town in a front page, boxed editorial headed "It Isn't Your Town, It's You." An effective quotation from a well-known bit of verse runs, "It's a knock at yourself, when you knock your town; it isn't your town, it's you."

RUNS STORY ON CARS OF 20 YEARS AGO—The Oshkosh (Wis.) *Northwestern* reprinted a story which appeared on its pages in 1905 on the automobiles and automobile owners of that day. The original story had a headline which announced in large black type that there were "50 Devil Wagons in Oshkosh" at that time.

ADVERTISE PROTEST ON PAGE OF SPACE—Riparian right owners in Cape May City, N. J., used a page in the *News* of that city to protest the passing of a property improvement ordinance which would require the issuance of $100,000 in bonds and otherwise cause higher taxes.

ASSOCIATION NOTES; CHANGES

National Editorial Association—Over $1,000 in prizes already available in nation-wide membership campaign, including several heads of livestock which winning publishers will use in community building rewards.

Michigan Press Association—David E. Hubbell becomes president succeeding Len W. Feighner who resigned to accept position as field director; Schuyler L. Marshall elected vice-president.

Associated Advertising Clubs of the World—Reginald Colley, formerly advertising manager of Fargo (N D.) *Forum* becomes assistant to Earle Pearson, educational director.

Wisconsin Press Association—Rate card of all weekly newspaper members mailed to all agencies; well received.

Southern Newspaper Publishers' Association, Chattanooga, Tenn.—Cranston Williams becomes manager.

Wisconsin Press Association—Making up honor roll of all members who are candidates for legislature this fall.

National Editorial Association—Richmond, Va., gets 1925 annual; details later.

(TURN TO PAGE 37)

Success Bond

THE RIGHT ATMOSPHERE! SUCCESS BOND creates an atmosphere of success. It is a big favorite with banks, railroads and insurance companies because it feels so crisp and business-like, looks so durable and inviting and especially because its price appeals to conservative business men.

That is the great success of SUCCESS BOND. It meets ideally both requirements of superior quality and economy. Made in white and six colors.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

BALTIMORE, MD.	J. Francis Hock & Co.
DALLAS, TEXAS	E. C. Palmer & Co., Ltd.
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.
LOUISVILLE, KY.	Miller Paper Co.
MILWAUKEE, WIS.	The E. A. Bouer Co.
NEWARK, N. J.	H. P. Andrews Paper Co.
NEW ORLEANS, LA.	E. C. Palmer & Co., Ltd.
NEW YORK CITY	H. P. Andrews Paper Co.
NEW YORK CITY	Clement & Stockwell
OMAHA, NEBR.	Field-Hamilton-Smith Paper Co.
PORTLAND, ORE.	Blake, McFall Company
SEATTLE, WASH.	The American Paper Co.
SPRINGFIELD, MO.	Springfield Paper Co.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

Model No. 2
Pat July 31, 1923

Shipped Ready for Use

What Safety Means to You

Mutilated fingers mean the loss of an employee for some time, possibly a serious handicap to his future usefulness—and accidents make other employees afraid of a machine. They will not do as much work on it, nor as good, regardless of how good the machine is. And besides, who in this modern day wants a machine in his plant that is liable to cripple his workmen?

You can procure a composing room saw that has positive safety features and still is a more useful machine than any other on the market—the

C&G TRIMMITER

All features of the C. & G. Trimmiter have been patented and patents issued July 31, 1923, and May 27, 1924. Additional patents pending. This is evidence that the machine is original in design and not copied after others which have been only partial successes—***and the Trimmiter costs less.***

Sold by all first-class type founders and dealers; or write direct to the maker for illustrated circular, price sheet, etc.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

"*NPJ*" Viziter : : A Monthly Review

News Letters, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers* of *"NPJ"* are welcomed.

HAMILTON CRAFTSMANSHIP IN THE NEWSPAPER FIELD, *Greeting to Craftsmen,* Hamilton Manufacturing Co., *Two Rivers, Wis.*—The Milwaukee (Wis.) *Journal,* just opening its new $1,500,000 building; the New York *Tribune,* the St. Louis *Post-Dispatch,* the Philadelphia *Inquirer* and other remarkable newspaper-printing plants are described in this beautifully designed and printed booklet, the most attractive of its kind which has reached this department since the present writer has been on the job. Several wholly new things in composing room equipment are shown. A feature of the volume which will be worthy of close study as a striking and perfectly tasty example of institutional advertising, is comprehended in the pictures and stories of the Hamilton plant, its founder, and its progress. Here we find another story of how strange are the ways in which great businesses get their starts. J. E. Hamilton after working in wood and brick plants of a lumber town (Two Rivers, Wis.) and after joining the gold rush to the Black Hills in 1877, was persuaded in 1880 to cut a display line for a local printer. This was the inspiration to engage in the manufacture of wood type. In the years soon after, a number of other businesses were bought, while the original Hamilton venture grew and expanded rapidly. The steel equipment plant was added in 1912. Present officers are: President, George S. Hamilton; vice-president, H. C. Gowran; secretary, T. W. Suddard; treasurer, H. Rowley; chairman of the board, J. E. Hamilton. (Copies of this enticing and practical volume are available on request until the supply is exhausted.)

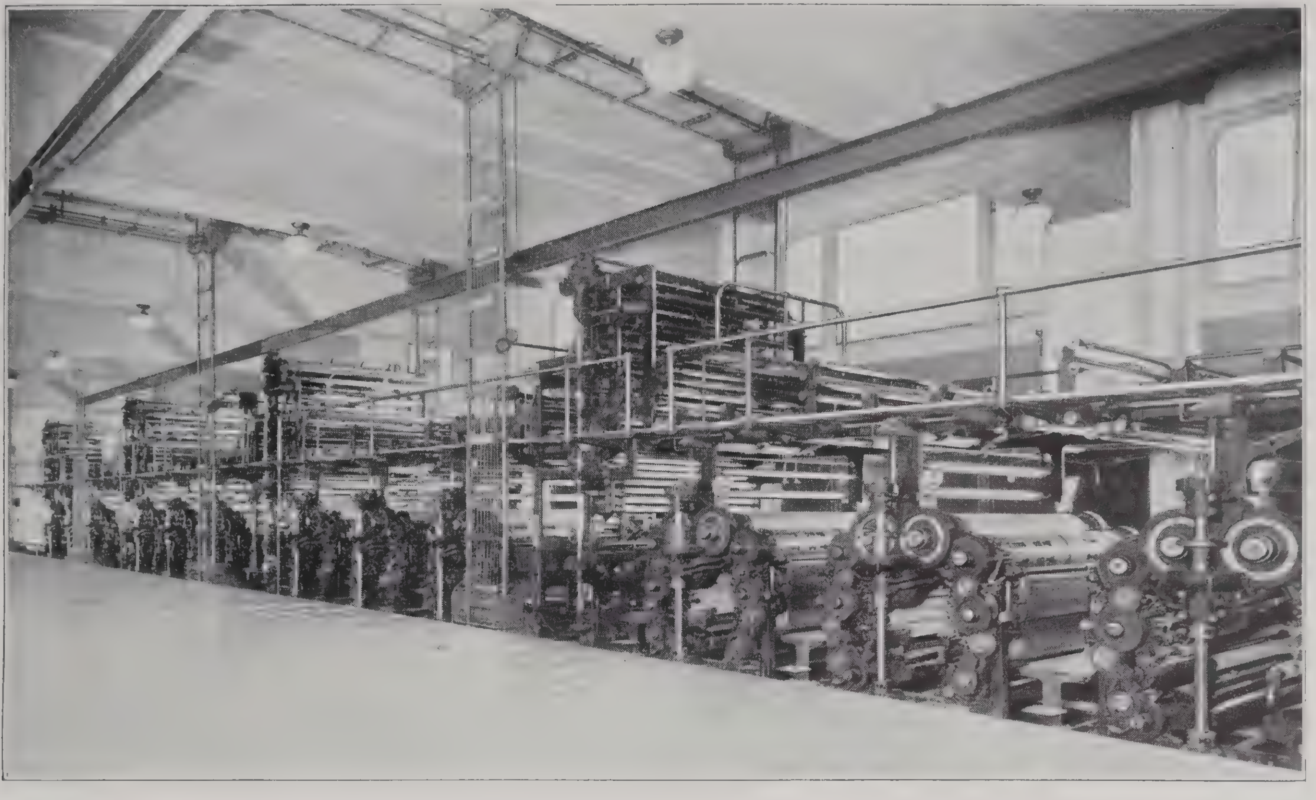
STRIKING PUBLICITY—The Viziter recently was handed by a reader one of the most striking pieces of publicity received in many a moon. A 4-page folder, opening lengthwise, of the Duplex Printing Press Co., Battle Creek, Mich., and entitled *"Report With Recommendations"*, contains the letter of a publisher to his board of directors,—it is published, of course, with names left blank. This report (which was adopted by the publisher's board) gives his reasons why he wanted to purchase a 24-page Duplex Rotary-Plate Press. The statement is worth every publisher's reading, as a study in scientific planning and management. There is a good idea in the whole thing for the seller of printing who believes (as all should) in offering customers not only printing but real ideas for using sales literature.

METAL FURNITURE—Ashton G. Stevenson, Chicago, manufacturer of the Stevenson Furniture Mold, has issued a 6-page folder completely filled with excerpts from letters received from newspapers who are satisfied users of the device. *"NPJ"* notes that the subject of bases for zincs, shell casts, electros and halftones, and spacing materials has recently been the subject of discussion at several meetings of press associations, in line with the digests recently published in this magazine as to problems of serving advertisers, handling of casts and mats, and similar matters; and, altogether, unusual interest is being expressed in them in many directions among the printer-journalists.

ONEIDA CHUCK—A new roll collar for use with paper cores. This created much interest at the Graphic Arts show in Milwaukee. It allows the use of cheap, non-returnable paper cores, and allows the roll of paper to be run down to the last. Printer-journalists state their use of the device has eliminated the "core account" bugbear with them. The devise is made by the Oneida Chuck Co., Rhinelander, Wis.

DROPS OF INK—Vandercook & Sons, Chicago, have a novel blotter (and it blots on both sides, too) on a portion of which there are shown what appear to be black ink spots. A red cut line says: "A few drops of ink rightly distributed make many people think". The accompanying circulars illustrate a slogan of this manufacturer of composing room presses, "Prove it with Proofs".

(TURN TO PAGE 36)



On the Fourth Street front is the "show place" of the new two million dollar home of The Milwaukee Journal. It is the immense pressroom, two stories high. The floor is raised a few feet above the sidewalk level so that passersby may observe, through the street windows, the operation of the entire press—as well as of the reels in the basement. Photograph, taken from inside, shows the battery of twelve Goss High Speed Low Construction Press Units (making four unit type sextuple presses) installed with four pairs of Goss folders. In this new Goss-equipped press room it will be possible to print over 500,000 forty-eight page papers in the running time now given to printing The Journal's 140,000 daily thirty-two pages each.

The Milwaukee JOURNAL

The Journal, at present, with its older Goss presses and plant designed for a ***maximum*** of 100,000 sixteen page papers, is printing 140,000 papers averaging thirty-two pages in size—an output 280% of what was originally contemplated!

The Milwaukee Journal's beautiful new $2,000,000 edifice shortly to be occupied as its sixth home in 42 years, it is said will be the largest newspaper plant in the northwest. It is a five story stone and concrete structure, one-half block square. The facing is pink Kasota marble. One-fourth of the first floor—the main lobby—is devoted to serving the public with a tour bureau, information desk, general business desk, rest rooms, reading and writing rooms, telephone and telegraph stations. The basement will permit storage of a two months' supply of paper. Twelve trucks at one time can be lined up at the loading dock to receive bundled papers.

The Journal's new Goss presses are of the same type used by The Chicago Tribune and ordered for the Detroit Free Press, Buffalo Evening News, Columbus Citizen, Louisville Courier-Journal, Long Beach Press - Telegram, Pasadena Star-News and other leading newspapers.

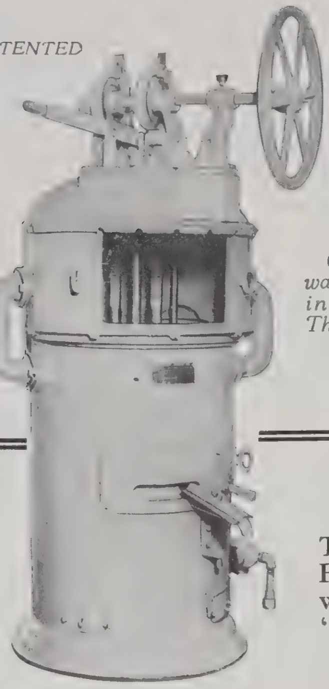
THE GOSS PRINTING PRESS COMPANY, CHICAGO

The Goss Printing Press Co. of England, Ltd., London

GOSS

STRAIGHT GOSS HIGH SPEED LINE

PATENTED



One of our furnaces was recently installed in the new plant of The Milwaukee Journal

The Saving in Fuel and Dross will pay cost of "Monometer"

The Monarch Monometer Re-melting Furnace

Is Necessary in Every Newspaper Plant

It will remelt your type metal, slugs, rules, etc., with a minimum of dross, thereby retaining the tin which is essential for a sharp, clean cut type face.

The MONARCH-MONOMETER RE-MELTING FURNACE is built to last a lifetime. It is of heavy cast iron construction lined with asbestos which retains the heat. The automatic heat control reduces fuel expense and prevents burning of metal.

The "MONOMETER" is built in standard sizes of 500, 1000 and 2000 pounds and up to 5 ton capacity. Water cooled molds mounted on carriages are supplied to meet the requirements of our plant.

Write for Catalogue "N" and List of Users.

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

THE "*NPJ*" VIZITER
(CONTINUED)

QUALITY IS THE THING—Copyrighted *"Quality Hints for Craftsmen"*, in the first of a series of broadsides by the KIMBERLY-CLARK Co., Neenah, Wis., to show the printing possibilities of *Hyloplate* and *Hylo English Finish*: "Quality of workmanship should be the pride of every workman. What have I done to improve quality? There is no work so humble but that it can contribute to quality. All manufacturers are amenable to improvement; what can I do to improve *my* work? Pride of workmanship is the greatest joy a person can attain. When you look the job over and say, 'That's the best I've done yet'—what a thrill! * * * The one who sees his work a few years hence and can say, 'I did that', or 'I contributed that', will have a glow of feeling that can never be measured in money." (These "Quality Talks" are sent free for the asking.)

TIME TO READ—IMPERIAL TYPE METAL MAGAZINE: "When a man says he doesn't have time to read, you can immediately draw one of two conclusions—1, He does not care for reading, or 2, His time is badly organized. On one occasion the Schoolmaster who conducts a column in *Printer's Ink,* kept count of the reading he did during one day. The total was something over three hours, and as I recall it, only 45 minutes of this reading was done at home in the evening. The rest was accomplished in moments which would otherwise have been wasted—on trains, in hotels lobbies and offices while waiting for business appointments, in a doctor's office, in a station, and so forth. The Schoolmaster says he reads four newspapers daily, fifteen business magazines, a half dozen general magazines each month, and forty or fifty books each year.

LUDLOW TRUE CUT CASLON ITALIC—Eighteen, 24 and 30-pt. sizes, including swash characters that cannot break off, are announced in a folder just at hand. It illustrates the use of this face in all the sizes annonunced, showing the adaptability and usefulness for a wide range of work. *"NPJ"* learns that the Ludlow Typograph is very popular in foreign printing and newspaper offices and that a large number of orders for export are being filled at present in the big shops in Chicago. The *Ludlow News* announces four new typefaces, the Art Craft Bold, Light, Light Italic and Bold Italic, especially useful in newspaper and magazine advertising. Matrices for one-point piece braces are also announced.

FEDERATED METALS CORPPORATION—Announces a merger of the following companies: Great Western Smelting & Refining Co., Chicago; Eagle Smelting & Refining Co., New York; Union Smelting & Refining Co., Newark, N. J.; Duquesne Reduction Co., Pittsburgh; Trenton Smelting & Refining Co., Trenton, N. J., and B. Lissberger & Co., New York. The combined production capacity of these plants is 300,000,000 pounds a year, covering among other lines every branch and detail of printing metal requirements. Charles M. Schwab of the U. S. Steel Corporation, is a director.

FROM TREE TO CONSUMER—The West Virginia Pulp and Paper Co. has opened a display and sample room in the Printing Trades Offices and Display in the Transportation Bldg., Chicago, with a showing that shows the process of paper making from the tree to the ultimate consumer. The display includes a number of printers' helps in the form of dummies and specimens, together with copies of national publications whose paper requirements are supplied by "Westvaco".

SOUTHERN SPECIAL—*"NPJ"* learns that the New Orleans branch of the Linotype Co. have issued *"Linotype Service in the South"*, an attractively illustrated booklet, including views of the complete service offices, Fred W. Bott, manager. The agency has a school, with lectures and demonstrations in operation of the Linotype.

HOWARD TYPE HIGH PLANER—The White Mfg. Co., maker of this device, following a serious fire in its factory at Goshen, Ind., some time ago, announces its occupancy of a new brick, steel and cement factory on West Beardsley avenue, Elkhart, Ind., with considerably increased facilities in the new location and home.

NEW MIEHLE PUBLICATION—The Carnegie Institute department of printing and publishing, Pittsburgh, Pa., has issued a set of instructions on the Miehle Vertical Automatic Job Press. Copies furnished on request. The lessons are comprehensive, produced in tasty style, and amply illustrated.

(TURN TO PAGE 38)

WESTVACO QUALITY

PRINTED MATTER may be likened to a mirror which reflects the character and aims of a business. Many firms of high standing have found in *Westvaco* Brand papers a perfect medium for the expression of their ideals. From laboratory tests of raw materials to finishing processes every manufacturing detail of these fine papers is safeguarded by experts.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company

◆

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	Bradner Smith & Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	Beekman Paper and Card Co., Inc.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
Sacramento	Blake, Moffitt & Towne
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D. C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

LOOKING THEM OVER

(CONTINUED FROM PAGE 32)

Strong Pace Is Set by the Southern Newspaper Association

A. G. NEWMYER, president of the Southern Newspaper Publishers' Association, has announced a 1924-5 program which will be of value to every printer-journalist who has association activity and progress at heart.

The program of the Southern includes: A salaried manager; group advertising plan, agency relations work; business office affairs committee, Ross E. Reeder, Miami (Fla.) *News*, chairman, to aid publishers; printers' schools, Frank G. Bell, Savannah (Ga.) *News;* postal and legislative, Col. R. E. Ewing, New Orleans (La.) *States;* editorial affairs committee, Wiley Morgan, Knoxville (Tenn.) *Sentinel*, already taking up the telegraph and telephone rates; codes and ethics; William Clemens Knoxville (Tenn.) *Journal;* traffic, Secretary Johnson; labor, Frank C. Withers, Columbia (S. C.) *State;* journalism schools, Dr. John S. Cohen, L. K. Nicholson and Maj. Powell Glass.

The business affairs committee under Mr. Reeder, includes the following sub-committee:

Alabama—R. F. Hudson, Montgomery Advertiser.
Arkansas—F. W. Allsopp, Little Rock Gazette.
Florida—C. G. Mullen, Tampa Times.
Georgia—J. A. Davis, Albany Herald.
Kentucky—W. Bruce Hager, Owensboro Enquirer.
Louisiana—D. Attaway, Shreveport Journal.
Mississippi—L. P. Cashman, Vicksburg Post.
North Carolina—C. L. Webb, Asheville Citizen
Oklahoma—Joel H. Bixby, Muskogee Phoenix.
South Carolina—E. Charlton Wright, Columbia Record.
Tennessee—A. F. Sanford, Knoxville Journal.
Texas—J. L. Mapes, Beaumont Enterprise.
Virginia—Maj. H. L. Opie, Staunton Leader.
West Virginia—Dave Gideon, Huntington Herald-Dispatch.

"NPJ" is especially gratified to note that the Southern is taking up "editorial affairs." This is a big need of the times—ironing out the relations between the "upstairs" departments and the financial and business ends, for closer co-operation and true economy in newspaper operation and progress.

"SELLS" ITS NEWS WITH HOUSE AD—The Sanford (Me.) *Herald* is not content with printing plenty of good news, suitably displayed. It urges its readers to *"Read The Sanford Herald"* by means of 6-inch, 2-column ads. The reasons given for reading The Herald are short and convincing, and according to the editor, Parker D. Searle, serve well in the efforts of the paper to increase its circulation and advertising.

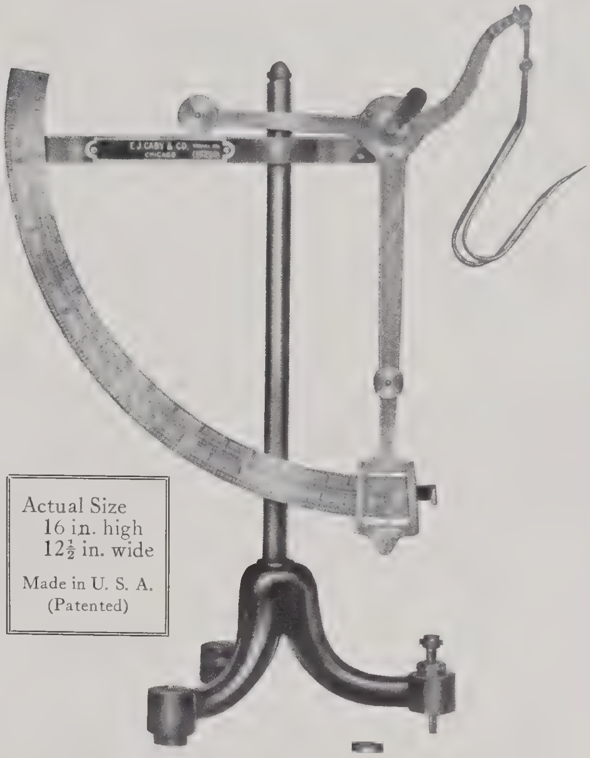
SMALL WEEKLY HAS PAGE OF RADIO—The Johnsonburg (Pa.) *Press*, a weekly of 1200 circulation, recently celebrated the second anniversary of its radio section, which regularly occupies a full page. One of the services in connection with the section is the daily posting in the office windows of baseball scores received via radio.

A TIMELY "QUESTION BOX"—The Elkhorn (Wis.) *Independent* conducted on its agricultural page, a question box feature, in which the readers were asked what practical farm lessons they noted when at the National Dairy Show in Milwaukee. A number of dairymen and farmers replied with helpful and entertaining articles.

REAL PROGRESS—Starting with 1,000 circulation in a population center of 8,000, the Wichita Falls (Tex.) *Daily Times* has reached 17 years of age with over 15,000 daily circulation, in a city developed to 52,000 population. James H. Allison is head of the *Times*.

--CADY--
SCALES

Particularly Useful to Newspaper Plants in Testing the Correct Basic Weight of Each Roll of News-print



Actual Size
16 in. high
12½ in. wide
Made in U. S. A.
(Patented)

PAPER SCALES: Pendulum automatically registers weight from ½ lb. up to 120 lbs. per 480 or 500 sheet count in pounds, also in kilograms.

This enables you to know definitely what basis weight your Roll Paper is made on.

TISSUE SCALES: Pendulum automatically registers weight from ⅛ lb. up to 20 lbs. per 480 or 500 sheet count. In addition to which it has a Doubling Disc which enables you to get up to double the weight.

This will register accurately a piece of Tissue Paper 4 x 5 inches or smaller, a piece of 20 pound Folio 1 inch wide x 2 inches long.

This is an ideal thing for Printers and Publishers to have as it enables them to weigh the very small pieces of Paper their customers send in for them to estimate on

All goods sent on ten days approval
Write for life size circulars now.

E. J. CADY COMPANY
549 West Washington Blvd.
CHICAGO ILLINOIS

Johnsonized

We have been telling you the story of the growth of Johnsonized Machinery in these columns for many years.

In addition to the building that is devoted entirely to Johnsonized Machinery for printer, binder and typesetter, we also have another building for a complete service to our customers.

All standard machinery and equipment for complete printing office installation carried in stock.

Chandler and Price Presses and Cutters.
Challenge Machinery Company Products.
Morrison Perfection Wire Stitchers.
Omaha Attached Folders.
Vandercook Proof Presses.
Mentges Folders.
Liberty Folders.
Burton Perforators and Punches.
Rosback Perforators and Punches.
Portland Punches.
Stereotype Machinery.
Hamilton Wood and Steel Furniture.
Saw-Trimmers.
Composing Room Saws.
Electric Motors.
Virkotype Embossing Machines.
Type — Brass Rule.

Complete Printing Outfits Furnished.

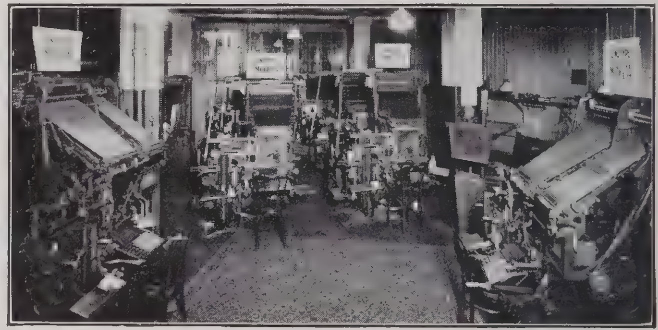
C. I. Johnson
Manfacturing Co.

48-50 East 3rd Street
143-5-7 So. Wabasha Street

Saint Paul, Minnesota

THE "NPJ" VIZITER
(CONTINUED)

HAROLD M. DUNCAN—A figure internationally known in the field of printing and publishing has gone in the passing of the managing director of the Lanston Monotype Corporation, Ltd., London, Eng., news of which recently reached *"NPJ"*. Mr. Duncan was formerly directly connected with the Monotype company at Philadelphia, as one of its earlier secretaries and as its first sales manager. He sold the first Monotypes ever marketed. With the late J. Maury Dove, president of the Lanston Monotype Machine Co., Mr. Duncan developed the principle and method of making the standard bronze matrices used in this machine. Mr. Duncan was called to London when Mr. Dove sold the Monotype rights in the eastern hemisphere to the London company for $1,000,000, the largest sum received abroad for an American patent. During the war, Mr. Duncan was in America much of the time, in the interests of the English company. He was finishing an article for the *Encyclopaedia Brittanica* on type-setting machines.



CANADIAN LINOTYPE, LTD., BOOTH AT TORONTO

During the International Typographical Union Convention at Toronto, Hundreds Visited the Linotype Booth Which Was Maintained in Operation. Much Interest Was Expressed in the New Models 25 and 26

BETTER IN LESS TIME—This is the keynote of a broadside just at hand, in which the Challenge Machinery Co., Grand Haven, Mich., describes the values and opportunities embodied in the Diamond Power Cutters. Points of durability, accuracy and safety are vividly pictured in type and half-tone. Here's a good point for printer-journalists, noted in the broadside: "In some plants a cutting machine is looked upon as a necessary evil, an unavoidable expense. As a matter of fact * * * paper cutting is not one whit less productive than typesetting. It is just as much a saving to have a cutting machine doing better work in less time as it is to have proportionate economy in any other machine."

CUT STORAGE—EAGLE SHEET METAL MFG. CO., Chicago, is announcing its system for newspaper cut storage. It works with any filing method now in operation in a plant, and is built on the unit plan. Special galleys are provided for unmounted cuts, so that even in such filing cuts are not stored on top of each other. The filing and indexing system keeps not only a record but a proof of every cut in storage and takes note of loans made. The folder was exceptionally interesting to *The Viziter,* in view of the national symposium on cut filing problems which appeared in the October issue of *"NPJ"*. A newspaper cut storage arranged for a Chicago newspaper is illustrated in the folder.

GIANT PAPER MACHINE—The West Virginia Pulp & Paper Co., according to reports reaching *"NPJ"*, has ordered the largest bookpaper machine of its kind ever constructed, it being 250 feet long, 28 feet wide and 15 feet high, and weighing about 1,000 tons. The machine is for the new machine room at the Covington, Va., plant, to be completed shortly.

BUILDING IS SIMPLIFIED—Delivery of a new plant in 35 working days, was the guarantee secured by the Willard (O.) *Weekly Times,* which let a contract for a new job and newspaper building, mill type construction, 10,000 sq. ft. The Austin Co., Cleveland, O., was awarded the contract.

JOHN T. HOYLE has resigned as director of the department of printing and publishing of the Carnegie Institute, and now is business manager and editor of the *Brockton District Magazine,* Brockton, Mass., for a group of shoe manufacturers.

(TURN TO PAGE 40)

IS YOUR NEWSPAPER WELL PRINTED?

Gardiner's
Is Fine
Type Metal

NO matter how efficient your presses may be, poor metal will defeat their purpose.

The linotype and stereotype metals publishers should use, are those which aid, day in and day out, in producing a clean cut newspaper.

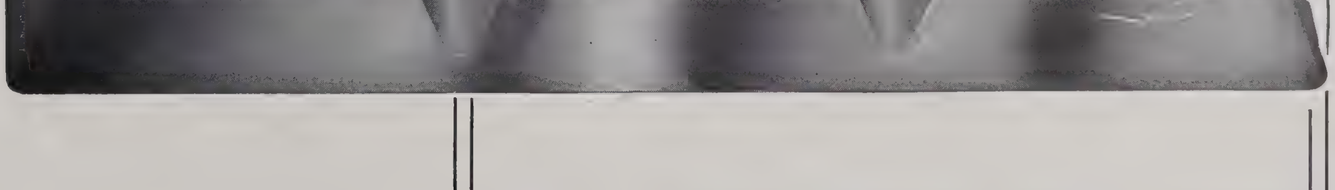
GARDINER METALS, standardized in purity and content, and as to method of alloying, insure perfect stereotype plates for your presses.

Many metropolitan newspapers use GARDINER METALS exclusively.

GARDINER METAL COMPANY

ESTABLISHED 1901

1356 W. Lake St. CHICAGO, ILL.



"The most useful book ever offered the profession"

Now Ready!

Selling Creative Printing

By "MAC" (Geo. O. McCarthy)
Author of "Keeping the Wheels Going," Etc.

Twelve big 9x12 chapters profusely illustrated with modern typographic designs, (not plates) most of them printed in two colors:

Chapter Headings

Advertising Campaigns
Broadsides & Mailing Cards
Programs, Folders, Menus
Business Stationery
Novelty Advertising
Announcements
Printers' Advertising Ideas
Catalogs and Booklets
Advertising Blotters
Society Stationery
Business Cards
Greeting Cards

and a big special exhibit of specimens in colors in back of the book

Over 100 pages of practical money-making ideas!

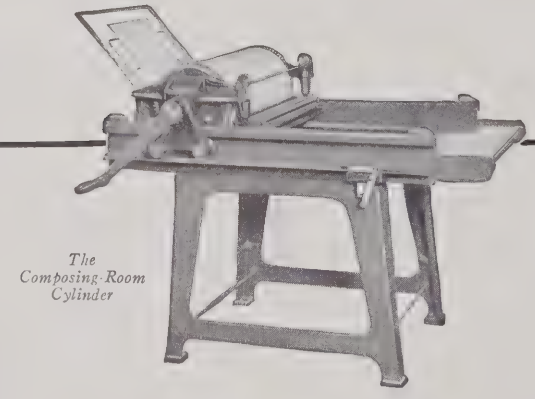
"Written so the devil can understand it"
A boon to printing salesmen, a "style show" for the business office

Based on facts, not theory. Edition limited. Order now

Price $5.20 postpaid · foreign $5.50

Don't send personal checks. Make checks and money orders payable to

The Chimes Press Inc. Publishers
117 East Pico Street, Los Angeles, Calif.



The Composing-Room Cylinder

It Is Better to correct imperfect printing surfaces before the form has gone to press. It is now just as wasteful to correct imperfect printing surfaces after the form has gone to press as it is to correct typographical errors on the press. Modern methods make wasteful much makeready on the presses.

You can know immediately in the first proof just what is needed to be done to printing surfaces, and the time consuming work of makeready on the press can mostly be saved before the pages are locked up if you use

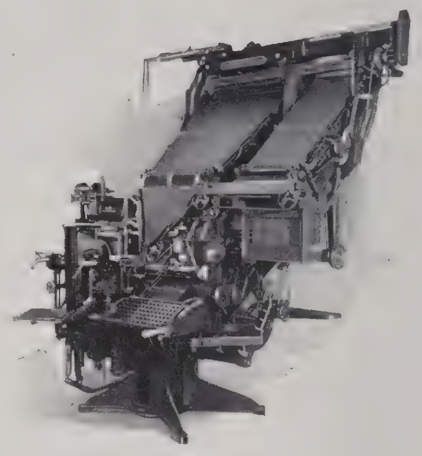
Vandercook Rigid Bed
Composing Room Presses

Factory methods recently installed at the Vandercook factory provide for the grinding in of *all* cylinders used on Vandercook Presses, and *all* parts for *all* of these presses are held to very close limits.

Write us for complete information and list of Service Stations.

Vandercook & Sons *Originators of the Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.

THE "*NPJ*" VIZITER
(CONTINUED)



NEW MODEL LINOTYPES—The Linotype *News,* Sept. 15, announces Models 25 and 26, multiple distributor machines, and offered as especially adaptable for mixed composition. These machines permit, for example, composition of lines containing several faces and special characters. The 25 has two magazines of the standard 5 type, interchangeable in both positions on the machine; magazines may be split or full length in either or both positions. Matrices may be mixed, but are redistributed to their magazines. The 26 has two main and two wide auxiliary magazines, with an amazing arrangement for interchanging, mixing and so on. Change from main to auxiliary magazine (both operated from the same power-driven keyboard) is controlled by a device as simple and quick as the typewriter shift key.

A REGISTER TRIUMPH—The title of a remarkable demonstration of register made by the MIEHLE VERTICAL JOB PRESS. Two inner pages of a leaflet, which were especially arranged in display and working method to present the most severe test in register, were run in the three primary colors—yellow, red and blue—at a speed of 3,600 per hour. The effect is *black,* but produced solely by super-imposing the three colors. The display includes double circles, hairline rules crossed, a range of type sizes and an intricate and beautiful border design, and no fault in the register was found, although an examination was made with a magnifying glass. Every reader will be interested to have a copy of this leaflet.

IN THE "NPJ" MAILBAG

H. B. ELDREDGE, *Winchendon* (*Mass.*) *Courier Press, Inc.* —"We make haste to enclose our check for renewal of subscription to the NATIONAL PRINTER-JOURNALIST as we do not want to miss a single issue. As for suggestions of possible improvements in *'NPJ',* we are quite pleased with it as is. Give us plenty of articles on prices, tips as to what other publishers and printers are doing to ensnare the elusive dollar, and we will continue to watch for your publication every month."

J. P. SIMPSON, *Ephrata* (*Wash.*) *Grant County Publishing Co.* —"I am enclosing check for another year's subscription to the NATIONAL PRINTER-JOURNALIST. I do not see how I could get along without it. Every issue gives me new ideas that cash in at the till for the company. I know of no way to improve it. It's just as near perfect as any trade paper that I know of."

O. E. BUTLER, *Tahlequah* (*Okla.*) *Arrow-Democrat*—"Enclose check to cover my subscription another year. To do without the PRINTER-JOURNALIST would be like having a cloud between us and the sun. Your publication is worth $24.00 a year to my shop."

Additions, Rebuildings, New Homes

Hanford (Calif.) Daily Sentinel—Plan to erect new building.
Sonoma (Calif.) Index-Tribune—Erecting new building.
DeLand (Fla.) Daily News—Completed new building.
Toccoa (Ga.) Record—Erecting new building.
Poconoke City (Mo.) Worcester Democrat—Erecting new printing plant.
Chelsea (Mass.) Evening Record—To erect new home.
Flint (Mich.) Journal—Moved into new plant.
Braham (Minn.) Journal—Moved into new home.
Jackson (Miss.) Clarion-Ledger—R. M. and T. M. Hederman, publishers; installed new 16-page Duplex tubular, 30,000 an hour.
Fairmont (Neb.) Chronicle—Lew Frazier, publisher, is completing a new 32x72 plant.
Fordville (N. D.) Tri-County Sun—Moved into new building.
Willard (O.) Times—Plans to erect new plant.
Doylestown (Pa.) Daily Intelligencer—Erecting new building.
Chatanooga (Tenn.) Times—Installed Scott multi-unit sextuple, occupied annex, and added city circulation and classified ad managers.
Troup (Tex.) Banner—Erecting new home.
Danville (Va.) Register & Bee—Moved into new building erected as memorial to the late Rorer A. James, publisher.

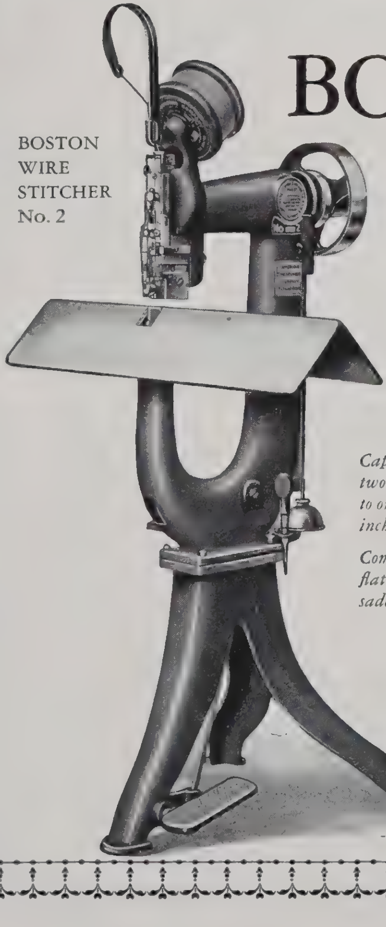
ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO

Ever since you started business Rouse Composing Sticks, Rouse Lead and Rule Cutters and Mitering Machines have been standard equipment

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

It pays any
printer to buy
time-tried tools

ROUSE H. B. ROUSE & CO. ROUSE
2214-16 WARD ST., CHICAGO



BOSTON
WIRE
STITCHER
No. 2

Capacity two sheets to one-fourth inch

Combined flat and saddle table

BOSTON Wire Stitchers

Is the Answer to Your Bindery Problems

MORE and better stitching is done on Bostons than on any other machine. Single and multiple head models to meet every requirement of the large or small printing office

WRITE FOR QUOTATIONS

American Type Founders Company

GENERAL SELLING AGENT FOR BOSTONS

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDER

Useful Values in

Newspaper Equipment

We own and offer the following equipment, which was formerly in use by one of New York's leading newspapers. All in good working condition at the time of purchase by us.

We will sell at bargain prices. Quick action is necessary as material is moving rapidly.

10 No. 1 Linotypes, with magazine, gas melting pot.
2 No. 3 Linotypes, with magazine, gas melting pot.
1 No. 4 Linotype, with magazine, gas melting pot.
2 No. 5 Linotypes, with magazine, gas melting pot.
1 No. 15 Linotype, with magazine, gas melting pot.
1 Mergenthaler Border Caster.
1 Thompson Type Caster.
1 Hoe Linotype Melting Furnace with hood, gas burner, 500-lb. capacity.
1 Hoe 6-column flat casting box.
1 Goss 8-column flat casting box.
1 Lanston Monotype Keyboard.
3 Lanston Monotype Casters, with lead and rule attachment.
1 Lanston Monotype Composing Machine, lead and rule attachment.
1 Wesel Electric Newspaper Proof Press.
1 Cabinet Circular Saw Table, 28 x 36.
1 Iron Bindery Table, 36-in. x 8-ft.
25 Steel-top Form Tables, both wooden and pipe frames.
5 Hamilton Steel Newspaper Type Cabinets.
200 Brass and Steel Galleys.
1 Wesel and 1 Royle Flat Router.

The above equipment is on our floor and can be seen at any time.

THOMAS W. HALL CO.
Incorporated
512 West 41st St. New York

SOME OF THE USES of the Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings Requires no oiling

"We use it on press folder to get the 'paper dust' out, and find it O. K."

"We use it to keep dust out of our type cases."

"We use it to blow dust from the keyboards, magazines and motors."

"We use it to keep our electric motors clean and efficient."

"After the linotype machinist and pressman are through with it, our janitor uses it to remove dust and dirt from radiators and other places difficult to clean in ordinary way."

Descriptive folder giving price, names of users, etc., supplied on request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

A Novel Collection Plan

Letters From Our Readers

DAISY W. DIXON, *Orwell (O.) News-Letter*—"Inclosed our check for the *'NPJ'* for the coming year. We have enjoyed the sample copies. They are full of good ideas.

"We are mailing you a copy of the parody of a poem by Bishop Carrol, *"The Walrus and the Carpenter"*, which we used here with good effect. The paper and subscription list had been badly neglected. We started with follow-up letters, of which this poem was the second. In several cases $10 was paid on back subscriptions. It is poor from a poetic standpoint, but it did bring the money." The poem:

THE Publishers and the Editor
Were discussing derilictions
They wept like anything
To see these back subscriptions.
"If these were only cleared away,"
They said, "Wouldn't we have conniptions!"

If fifty-two good papers
Were published every year,
"Do you suppose," the Editor said,
"That they would be more clear?"
"I doubt it," said the Publisher,
And shed a bitter tear.

But many subscriptions have been paid,
By subscribers doing their mite.
We do our very best to make,
The News-Letter pleasant and bright.
And this is very hard, because,
Our paper's not always right.

"I weep for you," the Editor said,
"I deeply sympathize."
And with sobs and tears he sorted out
Those whose subscription expires.
"Don't cut them off," the Publisher said,
"While you consider my desires."

M. W. DEPUY, *Printing Dept., University of Minnesota*—"Rip Van Winkle is accused of sleeping 20 years. I have Rip beaten by exactly 19 years and 11 months. About a month ago I sent you notice to discontinue. I have awakened and am sending $2 for renewal. I asked for suspension for the very simple reason that I have so much to do and so many printing journals to look over that I imagined I would have to cut some of them; but, after so short a trial, I am convinced that it cannot be the 'NPJ'. Beg pardon."

S. R. WILSON, *Publisher Saline (Mich.) Observer*—"I can't think of a thing I would do that you are not doing to increase the worth-whileness of *"NPJ"*, and that I like it, the enclosed (check for renewal) should be proof conclusive. My only kick is that I do not have as much time as I would like, in which to read it."

W. EARLE DYE, *Richmond (Mo.) Missourian*—"Believe *'NP'* is getting better right along."

NEW ENTERPRISES, OFFICES AND PLANTS

Russellville (Ark.) Daily Courier-Democrat—J. A. Livingston.
Anniston (Ala.) Community Progress.
Delhi (Calif.) Record.
Downey (Calif.) Live-Wire—Weekly.
Geyserville (Calif.)—Weekly newspaper established by Thomas Ficon.
Hayward (Calif.) Daily News.
Lawndale (Calif.) Record—Edwin H. Badger and Edward Harja.
Oxnard (Calif.) Daily Tribune.
Pico (Calif.) News.
Canon City (Colo.) Fremont Daily News—Rev. S. H. Sperry and Robert Sperry.
Georgetown (D. C.) Citizens—Weekly.
Lakeland (Fla.) Ledger.
Miami (Fla.) Examiner—Weekly.
Cobden (Ill.) Review.
Centerville (Iowa) Southern Iowa American.
Ocheyedan (Iowa) Tall Corn American—G. L. Wellemeyer.
Palisade (Minn.) American—R. E. Poynter.
Glendive (Mont.) Free Will Lance—J. R. Widmeyer.
Belmont (N. C.) Enterprise—Weekly.
Troy (N. C.) Montgomery Herald.
Calvin (N. D.) Western Cavalier County Independent—G. D. Arnold.
Rutland (N. D.) Reporter—J. L. Simpson.
Mansfield (O.) Daily Journal.
Copan (Okla.) News.
Millersville (Pa.) Press.
Keystone (S. D.) News.
Palisade (Minn.) American.
Seneca Falls (N. Y.) Reveile—Incorporated for $20,000. Controlling interest owned by Earl D. Clark.
Godley (Tex.) Times.
Seattle (Wash.) Lake Shore News—Weekly.
Osage (Wyo.) Eastern Wyomian.

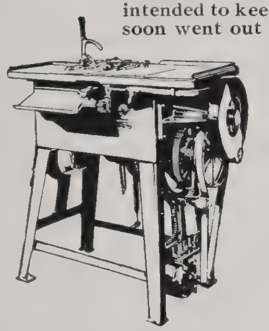
Plan Now to Have the Ludlow Increase Your Profits

ALL owners of small newspapers and job plants who now install Ludlows will be more than satisfied with their investment long before checking up their 1925 profits.

The Ludlow is the fastest and most economical system for handling display advertising, because it is the simplest system. You hand-set matrices—not type. It just naturally drives the every-day type worries and expensive replacements out of the plant because with the metal pot full of inexpensive slug metal you can depend on an endless supply of new, clear cut type—on slugs as needed. New, fresh typefaces for every job gives your work a sparkle and snap that attracts attention and increases display space and job printing sales.

W. O. Saunders, Publisher of The Independent, Elizabeth City, North Carolina, writes this enthusiastic letter:

"My advice to every country printer is: Get a Ludlow. I purchased reluctantly at a time when it was either purchase a Ludlow or invest a lot of money in new type. When the Ludlow came in we intended to keep the old type cases and type. They soon went out the back door. The Ludlow takes up only a third of the floor space of the old type cases. The printers like it. We are never out of sorts; every ad is printed from a new type face, giving a sharp, clear-cut impression that delights the advertiser. There is no distribution and our type banks are always clean. It has given us a cleaner, roomier, happier and more efficient shop."



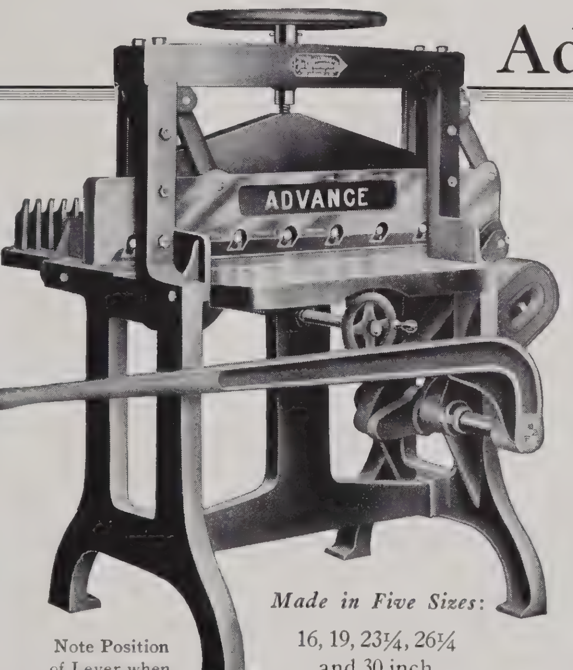
No other system offers so wide a size range—six to sixty point, including bold and extended faces. No other system offers so many companion advantages such as speed in make-up, break-up and make-ready, and it absolutely eliminates the distribution of dead forms. The Ludlow requires no mold, magazine or machine changes. Several compositors can work at it at the same time, each setting and casting a different size or face without interfering with one another. Without obligation let us prove to you how the Ludlow will help you make money.

Ludlow Typograph Company

2032 Clybourn Avenue
SAN FRANCISCO: Hearst Building CHICAGO NEW YORK: World Building

LUDLOW QUALITY COMPOSITION

Advance—the E-Z Cutter


Made in Five Sizes:
16, 19, 23¼, 26¼ and 30 inch.

Note Position of Lever when Finishing Cut

When You Cut Paper by Man Power Do It the Easiest and Best Way

Advance Lever Cutters

could not hold the lead and be commonly known for more than thirty years as the "Easy Cutters" if they did not fully merit it.

The Advance is "Easy Cutting" because the leverage is scientifically correct. It is "Accurate" always because of adjustable gibs in side-frames to take up all wear in knife-bar. The back-gauge is adjustable—square it with the knife and side-gauges in a minute. It is "Convenient" because of side-gauges on both sides, both front and back of knife, interlocking back-gauge for narrow cutting, quick-acting back-gauge and clamp, half-inch cutting sticks, etc.

16 and 19 Inch "Pony"

With or Without Iron Stand

YOU TAKE NO CHANCE IN BUYING AN ADVANCE

Advance Cutters Are Sold by All Dealers
Send for Our Illustrated Paper Cutter Literature

The Challenge Machinery Company
Chicago, 124 S. Wells St. Grand Haven, Mich. *New York*, 220 W. 19th St.
In Canada: The H. J. Logan Co., Ltd., Toronto

The Shop-o-scope
TRADE MARK

Christmas advertising used to be thought of only in terms of display.

But now — progressive newspaper men have proved to their own profit that December can be a banner month for both display *and* classified.

We helped 225 newspapers to establish this fact with our Shop-o-scope Campaign last year.

Now The Shop-o-scope for 1924 is ready, better and more attractive than ever — and just the classified campaign you want for your newspaper. Write for the sample portfolio today!

The Basil L. Smith System, Inc.

Otis Building Philadelphia, Pa.

ONLY 11c A DAY!

A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanant service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.
227 N. Michigan Ave. Chicago, Ill.

PUBLISHERS' AD PAD

Accounts Placed

Altorfer Bros., Co., Peoria, Ill. (A. B. C. washers)—Henri, Hurst & McDonald, Chicago.

Bradley Knitting Co., Delavan, Wis.—Henri, Hurst & McDonald, Chicago.

Brunswick-Harris Corp., New York, N. Y.—(Shrunk-Fast wash fabrics)—Alfred Austin Advertising Agency, New York City.

Cheek-Neal Coffee Co., Nashville, Tenn. (Maxwell House Coffee)—J. Walter Thompson Co., Inc., New York, N. Y.

Dilling & Co, Indianapolis, Ind. (Dilling's Cherry Cocktail box candy)—Millis Advertising Co., Indianapolis.

R. J. Dowd Knife Works, Beloit, Wis.—Frederick B. Schafer, Rockford, Ill.

Fanny Farmer Candy Shops, Inc., Rochester, N. Y.—Finley H. Greene Advertising Agency, Buffalo.

H. B. Ferguson Co., Inc., New York, N. Y.—(Flexible Ferguson underwear)—Van Patten, Inc., New York, N. Y.

Harvey Springs & Forging Co., Racine, Wis. (automobile springs)—Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee.

High Point Overall Co., High Point, N. C.—Tuttle Advertising Agency, Greensboro, N. C.

Johnson & Johnson, New Brunswick, N. J. (baby powder)—J. Walter Thompson, Inc.

Midland Electric Mfg. Co., Chicago, Ill. (curling irons)—H. W. Kastor & Sons Co., Chicago.

McDonough-Lydon Mfg. Co., Hoboken, N. J. (Lydon table pads)—Scheck Advertising Agency, N. Y.

Paxton Canning Co., Paxton, Ill.—Irwin L. Rosenberg Co., Chicago.

Powell Chocolate Mills, New York, N. Y.—Creske-Everett, Inc., New York, N. Y.

Samoset Chocolate Co., Boston, Mass.—Daniel E. Paris, Advertising Agency.

Taunton Knitting Co., Taunton, Mass. (Madewell Union Suits)—Wood, Putnam & Wood Co., Inc.

Thurlow Glove Co., Portland, Ore.—Honig-Hooper Co., Inc., Portland.

United Cigar Stores Co., of America, New York, N. Y.—Doremus & Company, New York City.

Welch Grape Juice Co., Westfield, N. Y.—J. Walter Thompson Co., Inc., New York City.

Woods Underwear Co., Ltd., Toronto, Can.—R. C. Smith & Son, Ltd., Toronto.

Walter M. Lowney Co.—Clifford Wood Jr., becomes advertising manager.

NEW AGENCIES

Bailey & Walker, Chicago, Ill.—Roy R. Bailey and Robert F. Walker.

Cecil Edward Cutting, Buffalo, N. Y.—Cecil Edward Cutting and John F. McMahon.

Harry Stuart Conell, Philadelphia, Pa.

Cory & Caylor, Inc., Chicago, Ill.—Charles B. Cory and Harry E. Caylor.

David Co., St. Paul, Minn.—R. H. and Q. J. David and J. C. Fabbrini.

James A. Devine, 1270 Broadway, New York, N. Y.

Forrest & Vincent, Springfield, Mass.

Halister Clarke, Inc., New York, N. Y.—Halister Clarke, John S. Barrows, William E. Annin, Jr., and A. N. Clarke.

Hill Service, Inc., New York, N. Y.—Albert W. Hill.

Lanyon-Bowen Service, Cleveland, O.—James H. Lanyon and Miss Georgia M. Bowen.

PUBLISHERS' REPRESENTATIVES NAMED

Decatur (Ill.) Herald—Charles H. Eddy Co., New York, N. Y.

Lexington (Ky.) Herald—Cone, Hunton & Woodman, Inc., New York, N. Y.

Flushing (N. Y.) Daily Times—C. L. Houser Co., New York, N. Y.

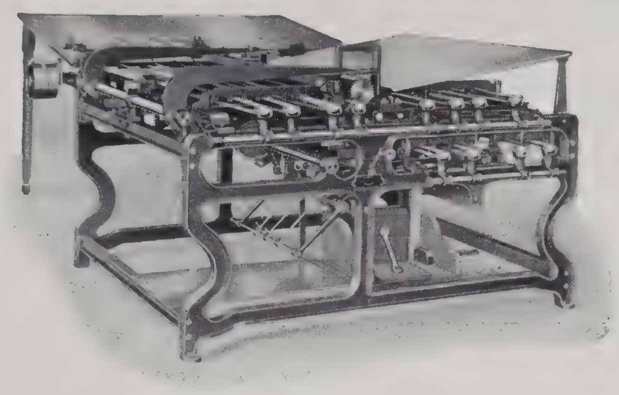
Mansfield (O.) Journal—Bryant, Griffith & Brunson, Inc., Chicago.

Toledo (O.) Times—Story, Brooks & Finley, Inc., New York, N. Y.

Clarksville (Tenn.) Leaf-Chronicle—Benjamin & Kentnor Co., New York, N. Y.

Milwaukee (Wis.) Sentinel—Benjamin & Kantnor Co., New York, N. Y.

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″

Write for full details.

THE MENTGES FOLDER COMPANY

SIDNEY, OHIO

"BUILDERS OF PROFITABLE FOLDING MACHINERY"

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

London Office,
23 Farringdon Avenue,
London, E. C. 4

Cable Address
"Bakando"
New York

SURPLUS PRINTING EQUIPMENT

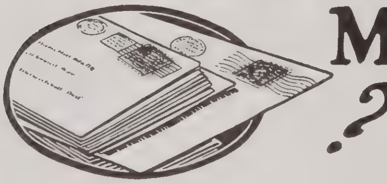
"Used but Good"

Whatever you need (or think you may need), in the line of machinery, tell us about it. If it is in the market, we can get it for you—*and save you money.*

If not quite certain what equipment is best for your purposes, let us put our years of experience at your service. We can help you.

Send for Our Complete List of Surplus Equipment

BAKER SALES COMPANY
200 Fifth Ave. New York City



How Do You Dress Your Customers' Mail? ? ? ?

YOU are responsible for the appearance—the important "first impression"—of your stationery customer's mail. Are you handling this by the commonplace methods and specifications that throw your work into heart-eating competition with every price-cutter, or are you getting an edge by offering the features of distinctiveness, novelty and quality that Western States Envelope Service puts into your hands?

Get acquainted with this *ten* million quick-action stock, embracing—ready made—every money-making staple and hundreds of other styles that most factories call "special order stuff." New Price List No. 27 covers them all.

The Western States Envelope Co.
South Water from Clinton to Ferry Sts.
Milwaukee Wisconsin

"NPJ" BOOK TABLE

EARNING POWER OF CYLINDER PRESSES, Dexter Folder Co., 28 West Twenty-third St., New York, (copies supplied on request)—Turning time into money is the basis for the facts and reasons contained in this handsome volume, an extraordinary piece of promotional literature in any way it may be weighed. It is filled with actual experiences in increasing press earning power by the use of automatic feeders. Every demonstration shown and illustrated is worked out with the actual figures involved. There are views of press rooms and plants from which the experiences emanate. Demonstrations are shown in connection with presses 23x33, 29x41, 33x46, 38x52, 43x56, 46x65. These are lessons in proper finding and figuring of costs, methods, and so on. In a "Conclusion" one is shown that an automatic feeder is a 60 per cent investment, at least, on the original cost of the investment.

MORE BUSINESS THROUGH MAILING CARDS, S. D. Warren Paper Co., Boston; (copies on request)—No. 7 of the "More Business" series which has created favorable comment over the country as an advanced exemplification of modern idea of selling the uses of a product rather than merely "selling something." The *"NPJ"* book man is glad to add this seventh to the file which is being kept of this series, and pleased to know that No. 8 is coming—indeed, that something even more progressive is in the wind for 1925. No. 7 points out varieties of folds and sizes of mailing cards, importance of captions, variety of treatment, advantages of emphasizing one feature at a time in a campaign, and several other constructive propositions.

OVER A SPAN OF YEARS—"The Story of 7,000 Automatic Cylinder Presses," by the Dexter Folder Co., New York, (Copies available on request) makes an attractive and unusual publication. The story is told by the reproduction of letters from users of Dexter equipment and devices—letters of years ago, and letters from the same users in very recent times, covering the experiences over the varying periods of years. Many repeat customers are shown in the volume. The names of quite a number of *"NPJ"* readers are contained in the booklet. It is interesting to study the changes and progress in letterhead designing and printing over the years, in the various printing houses contributing to the series of experiences.

PAMPHLET BINDING, Department of Education, U. T. A.—Group 15 of the U. T. A. Standard Apprenticeship Lessons for Printers covers hand folding, machine folding, gathering, wire stitching, sewing, attaching covers, trimming, stitcher mechanism, hand and foot-operated punches, power punches, perforating, crimping, paging, round-cornering, machine gluing, padding and inspecting, wrapping and packing, cutting machines, cutting stock, care of cutter knives, and kindred subjects. The group covers its subject in a like complete and readily-understood manner as the previous groups on other subjects. It is especially valuable because of the need for instruction in the subjects handled in Group 15.

OUR ILLUSTRATED SALES STORY TRULY TOLD—For simplicity of presentation at no loss to completeness and beauty, a portfolio of the Metals Refining Co., Hammond, Ind. which has reached the *Viziter* recently, is a model. It was also appreciated because it was the first publication of its particular kind, and in its specific field, which we have had an opportunity to examine in a long time. The portfolio tells the story of the Metals Refining Co., plant and personnel, in word and pictures. The sales and office staffs are included, with pictures of the officers and various parts and division of the big works. No more words than the ordinary "cut-lines" under news pictures are used in the descriptive matter, but both pictures and descriptions are "meaty" and each covers a significant point very fully. Interesting biographical sketches are included of William Wilke, Jr., president; Walter Schoenbach, vice-president; Erwin L. Wilke, secretary and production manager (*"NPJ"* readers will remember his series of articles on type metals in these columns some time ago); G. H. Dunsing, controller and credit manager; James O. Johnstone, laboratory chemist; C. W. Wilson, plant superintendent; C. A. Puget, consulting newspaper engineer; A. W. Anderson, sales manager, and J. B. Humphrey, traffic manager—covering the full gamut of all the major responsibilities and activities of the company. The *Viziter* believes that copies of the portfolio may be had for the asking.

EDUCATIONAL BRIEFS

Kansas State Agricultural College—Morse Salisbury becomes instructor in industrial journalism. Alan Dale, city editor The Chronicle.

Better Metal Rules
At Less Cost!

We specialize in Hand-Made Metal Rules superior in printing qualities to any metal rule made —and at less cost.

Did you receive your copy of our rule chart showing 280 faces of Hand-Made Metal Rules? Send today!

Printers Supply Service
719 S. Dearborn St., Chicago, Ill.

Central States Sales Agents
MARGACH METAL FEEDERS

Rule used on this ad is our No. 697

SPARTAN
TYPE METALS

SPARTAN TYPE METALS ARE UNIFORM, ECONOMICAL and POSSESS LONG LIFE.

The correct alloying of the component metals under the supervision of an expert metallurgist assure these characteristics.

Forty years of experience in the processes of type metal manufacture have taught us many things all incorporated in Spartan.

FOR
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype
All Special Feed Bars

Since 1866

MERCHANT & EVANS CO.
PHILADELPHIA

GREETING CARDS

Engraved from Steel Dies so type can be used for adding name.

CALENDAR CARDS

to fit 6¾ Envelope in four colors of stock, furnished with Calendar Steel Die Embossed or printed in the regular way. Send for samples.

AMERICAN EMBOSSING COMPANY
192-96 Seneca Street BUFFALO, N. Y.

What Does "ADVERTISING" Mean to Printers?

There is but one place for the printer to learn what Advertising means to his business welfare and that is in

The Printing Art

In the November number, for example, a director of printing for a large New York Advertising Agency rips away the mystery veil of obscurity which has hidden the reasons for the lack of printer-advertising.

There are examples of both good and bad printer-advertising with explanations of faults and suggestions for improvements. You may find answers to some of your own bothersome perplexities.

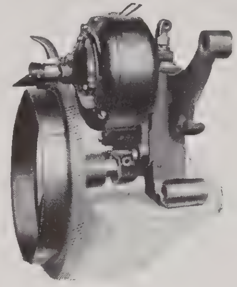
There are other mental stimulants in this 100-page illustrated monthly magazine which is devoted to the development of printing and printed salesmanship, and the price is but 40c (45c in Canada). Send U. S. postage or coins before the limited edition is exhausted.

The Printing Art
Dept. C
Cambridge, Mass.
Near Harvard Square

Cushman Improved Offset Motor

Is Most Efficient For

LINOTYPES, INTERTYPES, LINOGRAPHS



"Our first typesetting machine motor was placed in operation, November 3, 1893."

Over 7000 Cushmans in Daily Use

The result of our years of experience in the manufacture of motors is all combined in the "CUSHMAN OFFSET" and means much to you in time, service and economy.

Our motor will operate on at least 35% less current than the average motor used for driving typesetting machines. It will save its initial cost in 12 to 18 months.

Let us Send You a Motor on a Thirty Day Trial Order.

Cushman Electric Co.
Concord, New Hampshire

16⅔ Cents Per Issue

Only $2 a Year

(In U. S. and Canada)

National Printer-Journalist

129-135 Michigan St. Milwaukee

The New

KENNERLEY ROMAN

and

KENNERLEY ITALIC

Real Type in All Sizes 6 to 36 Point Is Ready

EMPIRE TYPE FOUNDRY
DELEVAN, N. Y. BUFFALO, N. Y.

ASSOCIATION DATES

November

MICHIGAN UNIVERSITY PRESS ASSOCIATION, 20-22, Ann Arbor.

CANADIAN NATIONAL NEWSPAPERS AND PERIODICALS ASSOCIATION, 6-7, King Edward Hotel, Toronto.

CALIFORNIA PRESS ASSOCIATION, 21-22, San Francisco.

IOWA EDITORS AND PUBLISHERS—Sessions at Iowa University School of Journalism, Nov. 14-15; Iowa City.

January 1925

NORTHERN MINNESOTA EDITORIAL ASSOCIATION, 29-31, Little Falls.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—May 10-14, Houston, Tex. Classified managers' association likely to meet at same time and place.

June 1925

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs, Colo.

◆ ◆ ◆

ASSOCIATION ELECTIONS

MISSOURI PRESS ASSOCIATION—President, Eugene R. Roach, Carthage Democrat; vice-president, E. L. Sparks, Hannibal Courier-Post; recording secretary, Miss Ella Pearl Smith, Clinton Eye; treasurer, Mrs. Carrie Rogers Clark, Trenton Republican. Directors: (Three year term), C. L. Woods, Rolla Herald; Asa W. Butler, Albany Capital.

TRI-STATE EDITORIAL ASSOCIATION—President, Mrs. Marie Weekes, Norfolk, Neb.; vice-president, C. E. Johnson, Danbury, Iowa; secretary, J. H. Beardsley, Kingsley, Iowa; treasurer, Dulos Hall, Tyndall, S. D.

ASSOCIATED DAILIES OF FLORIDA—President, W. A. Elliott, Jacksonville Times-Union; vice-president, Lew B. Brown, St. Petersburg Independent; secretary-treasurer, C. C. Codrington, De Land News. Directors: Herb Felkel, St. Augustine Record; Harry Brown, Lakeland Star-Telegram; D. H. Conklin, West Palm Beach Post; Ross Reeder, Miami Daily News; W. M. Glenn, Orlando Sentinel; C. G. Mullen, Tampa Times; F. P. Fildes, West Palm Beach Times.

NORTHWEST TEXAS PRESS ASSOCATION—President, Will C. Edwards, Denton Record-Chronicle; vice-president, E. L. Covey, Goree Advocate; secretary, George Barber, Mineral Wells.

SOUTHERN CALIFORNIA PRESS ASSOCIATION—President, J. R. Gabbert, Riverside Enterprise; first vice-president, F. M. Keffer, Van Nuys News; second vice-president, F. S. Hosfelt, Rialto Record; treasurer, A. V. Doughs, La Habra Star; recording secretary, Timothy Brownhill, La Puente Valley Journal. Executive Committee: E. O. Wickizer, South Pasadena Record; O. M. Cannon, Santa Monica Times; M. D. Witter, Brawley News; J. L. Matthews, Covina Argus; J. J. Krouser, Oxnard Courier; C. H. Turner, Redondo Reflex.

WISCONSIN DAILY NEWSPAPER LEAGUE—President, F. R. Starbuck, Racine Journal-News; vice-president, J. M. Hibbard, Stoughton Courier-Hub; secretary-treasurer, H. H. Bliss, Janesville Gazette. Executive Committee: O. J. Hardy, Oshkosh; F. E. Noyes, Marinette; Clough Gates, Superior, A. M. Brayton, Madison.

ADVERTISING SPECIALTY ASSOCIATION—President, Frank A. Geiger, Geiger Bros., Newark, N. J.; first vice-president, Edward N. Ferdon, Blanchard Co., Aurora, Ill.; second vice-president, H. C. Boyeson, H. C. Boyeson Co., St. Paul, Minn.; treasurer, J. B. Carroll, J. B. Carroll Co., Chicago; executive secretary (re-elected) Mrs. Bernice Blackwood.

INTERNATIONAL SUPPLY SALESMEN'S GUILD—President, Miles E. Hayes, Washington, D. C., Babcock Printing Press Co.; first vice-president, Harry A. Porter, Cleveland, Harris Automatic Press Co.; second vice-president, C. H. Collins, Chicago, American Assembling Machine Co.; secretary, H. F. Dixon, Philadelphia, Harris Automatic Press Co.; treasurer, Charles E. Bance, New York, Graphic Arts Mutual Fire Insurance Co.

INTERNATIONAL TRADE COMPOSITION ASSOCIATION—President, G. L. Garrand, Detroit Typesetting Co., Detroit, Mich.; vice-president, William A. Adamson, Mono-Lino Typesetting Co., Toronto; treasurer, David W. Mathews, Mathews Typesetting Co., Chicago; secretary, Charles E. Payne, Chicago.

NATIONAL PAPER TRADE ASSOCIATION—President, W. F. McQuillen, Boston; vice-president, A. W. Miller, Columbus; secretary, K. C. Higgins, Chicago.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—President, Herbert S. Gardner, St. Louis; vice-president, Roy S. Durstine, New York; secretary, R. S. Simpers, Philadelphia; treasurer, H. K. McCann, New York.

ASSOCIATION OF LAW PRINTERS—William C. Hollister, New York; vice-president, William Siegriest, New York; secretary-treasurer, Carl E. Payne, Chicago.

UNITED TYPOTHETAE OF AMERICA—President, George K. Hebb, Evans, Winter, Hebb Co., Detroit; first vice-president, E. F. Eilert, Eilert Printing Co., New York; vice-presidents: Theodore Hawkins, Hawkins-Loomis Co., Chicago; A. L. Lewis, Southam Press, Toronto, Ont.; Fletcher Ford, Fletcher Ford Co., Los Angeles, Cal.; Fred W. Gage, Gage Printing Co., Battle Creek, Mich., relected treasurer.

EMPLOYING PRINTERS' ASSOCIATION OF AMERICA—President, Howard Wedemper, Louisville, Ky.; vice-president, T. E. Donnelley, Chicago; secretary, J. M. Vollmer, and O. A. Koss, Chicago, treasurer.

NATIONAL ADVERTISING COMMISSION—Chairman, W. Frank McClure, Chicago (re-elected); vice-chairman, Theo. G. Morgan, Montreal; secretary, Charles Hatfield, St. Louis.

NEW YORK STATE CIRCULATION MANAGERS' ASSOCIATION—President, Frank A. Roberts, Rochester (N. Y.) Times-Union; vice-presidents, Charles E. Blewer, Binghamton Press, and R. D. M. Decker, Rochester Democrat-Chronicle; secretary-treasurer, Alfred W. Cockerill, Utica Press; directors: Louis Weinstock, Metropolitan News Co., New York; George Erb, Jr., Buffalo News; D. W. Tanner, Utica Observer-Dispatch; Albert W. Fell, Hudson Star.

EMPLOYING BOOKBINDERS OF AMERICA—President, John C. Burkhardt, Burkhardt Co., Inc., Detroit; first vice-president, Charles T. Baker, Fleming Co., Boston; vice-president, Elbridge Palmer, Gatley Company, New York; vice-president, A. J. Brock, Brock & Rankin, Chicago; treasurer, L. Satenstein, The American Book Bindery, New York; secretary, Mr. Barnard, Barnard Co.

SERVICE—PLUS RESULTS

Are the Factors That Count

We Have Just Closed the Following Papers

TEN CAMPAIGNS NOW IN PROGRESS

MORNING PRESS — Escanaba, Mich.
Our second campaign for The Press.
$18,499.20 Cash Business
Total Cost 38%

THE COMMONWEALTH — Somerset, Ky.
A $2.00 weekly newspaper—town of 4500
$8561.50 Cash Business
Total Cost 36%

CHRONICLE — St. Clairesville, Ohio
A $2.00 weekly newspaper—town of 1500
$5,200.25 Cash Business
Total Cost 40%

For the above three papers we added close to 5000 NEW SUBSCRIBERS.

CIRCULATION — plus GREATER INFLUENCE plus MORE MONEY IN YOUR BANK are results rendered by our service.

Twenty Years Doing One Thing Well

Campaigns handled in order booked.
We can handle two more campaigns this year.

GET IN TOUCH WITH US TODAY
A Wire Will Save Time.

PACIFIC COAST CIRCULATION SERVICE
Self Financing Circulation Campaigns.
301 Bell Block Cincinnati, Ohio.

Don't "Pig" Metal

MONOMELT
SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

Reprints of Articles

Appearing

in

National Printer-Journalist

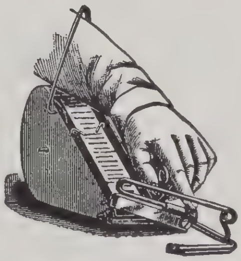
may be ordered from

The Trade Press Publishing Co.
129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints

1 Page—$ 7.50 first 1000 or less
2 Page—$11.50 first 1000 or less

Quotation for larger quantities
on application



THE ROBERT DICK
MAILER

- Reduces mailing expense
- Efficient
- Light
- Inexpensive
- Addresses (expert) 8,556 an hour
- Beats them all
- Leads, others follow
- Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

Absolutely Non-Inflammable!
NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920, Other Patents Pending)

A Flexible Tabbing Compound

Cline-Westinghouse
Interchangeable
Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

MAIN OFFICE
FISHER BUILDING
CHICAGO

CLINE ELECTRIC MANFG. CO CHICAGO

EASTERN OFFICE
MARBRIDGE BUILDING
NEW YORK

THE SIMPL-O CASTER

Is a Complete
Stereotype Outfit
Burns Gas or Gasoline

Anyone can operate — Casts from ordinary mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

72.50
SOLD ON EASY PAYMENTS

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO

PRINTER'S EQUIPMENT
OVERHAULING AND REBUILDING OF MIEHLE PRESSES

to perfect register our specialty. Also moving of entire printing plants. Best of references—25 years' experience.

Manufacturers of Perfection Safety Quoins

J. Ruesch Printing Mchy. Co.

Dealers in New and Rebuilt Printing Presses, Folding Machines and Bookbinder's Machinery
485 BROADWAY, MILWAUKEE, WISCONSIN

PHENOID INSTANTANEOUS TYPE CLEANER

Test "Instantaneous" on the dirtiest type forms, cuts and fountains in your shop. You'll find it the fastest solvent you have ever used.

Trial Quarts $1.00 Gallons $3.00

CHALMERS CHEMICAL COMPANY
Specialists in Solvents and Detergents for over 20 years
123 CHESTNUT STREET NEWARK, N. J.

Saves Eye-sight Strain

Cuts Errors 50%

Particulars on Application

Matrix Contrast Corporation
33 West 42nd Street New York City

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelieveable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatlin Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

FOR SALE—Cox Duplex Flat Bed Web Press, printing 4, 6 or 8 pages 7 col. 13 ems; or 8 col. 12 ems. Paper page 17½x22½ inches. Replaced by 16 page web press—must be moved quick—very low price. Price and sample of its work on application. Wire or write for details, referring to our No. 590. Baker Sales Co., 200 Fifth Ave., New York.

Nine Partlow mouth and throat unit heat controls for Intertypes, Linotypes and Ludlows. Cost new $110. Used three months. Will sell for $85. Address Post Office Box 1131, Lancaster, Pa.

FOR SALE—Huber two-revolution press, 40 x 60, fine press for newspapers, will print four 7-column pages at once, carefully overhauled and guaranteed to do good work. $1,150 f. o. b. New York. Mention No. 540. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines for sale "Used but Good.") Let us know your wants.

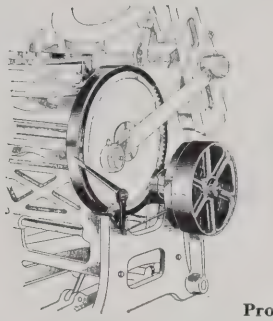
FOR SALE—Model 4 Linotype—5 magazines—3 fonts of type—Lee Feeder and Motor—$2200.00—Terms. Thatcher Company, 202 Penn Building, Cleveland, Ohio.

*** JOB PRINTER STEREOTYPE MATS ***

Instantaneous impression of any form made on a Job Press, Potter or Vandercook proof press or Washington Hand Press. Mat and plate can be made in five minutes.
AFCO Dry Flong***No other like it in the country. Standard package—24 sheets 10x12 AFCO Job Flong Gummed AFCO packing—AFCO molding Blanket and complete instructions**** $5.00 C. O. D. If it is used for Stereotyping we sell it.
American Flong Co., 202 West 20th St., N. Y. City.

HORTON VARIABLE SPEED PULLEYS

Provide *"A Speed for every need"*



SMOOTH
SILENT
UNLIMITED
CHANGES IN SPEED

By the simple movement of a conveniently placed Hand Lever

Illustrating the Drive Shaft Model "R" on a Chandler & Price Press, OTHER MODELS in Drive Shaft Type, Countershaft Type and for Direct Connection to Motors.

Products of the
HORTON MANUFACTURING CO., Minneapolis, Minn.

ADDRESSING

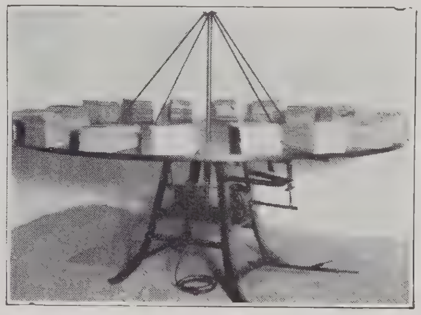
Less than 10c. per 1000

The only metal addressing plate system made that prints as neatly as a typewriter at a speed of 12,000 or more pieces per hour.

Automatic Feed - One Operator

Write for information giving size of your list, frequency of mailing, etc.

Pollard-Alling Mfg. Co.
Addressing Machines
224 West 19th St. New York City



Rotary Gathering Table

Variable Speed, Two to Six Revolutions per Minute

Time and Labor Saving Device for Gathering Book Sections or Single Sheets

Three Styles—Prices $225 to $285 F. O. B. Chicago

THE EFFICIENCY BINDERY TABLE COMPANY
General Office: 12130 Eggleston Avenue, Chicago

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York, N. Y.

Manufacturers of Point Set, Standard Line

TYPE

We furnish everything the printer requires, except paper, whether it be type, materials or machinery. Send for our latest catalog of type.

*Your story
in pictures
leaves
nothing
untold*

*Premier
perfect plates
tell
the story
best*

Builders of Business

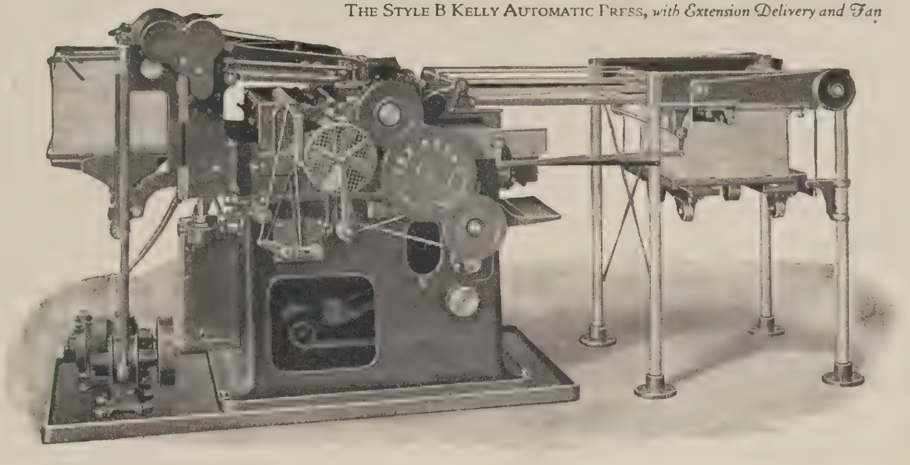
IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

THE STYLE B KELLY AUTOMATIC PRESS, *with Extension Delivery and Fan*



USERS of KELLY AUTOMATIC PRESSES obtain maximum production, high quality of work and enjoy many operating conveniences and labor-saving features not to be found in other presses. The percentage of productive time is high, the upkeep unusually low. Write to our nearest Selling House for full particulars regarding Kelly Presses.

AMERICAN TYPE FOUNDERS COMPANY

Sold also by BARNHART BROS. & SPINDLER,
at Washington (D. C.), Omaha, Dallas and Seattle.

SET IN MEMBERS OF THE CLOISTER FAMILY TEAGUE BORDERS

MIXED FACES

Continuous Composed—Continuously Distributed

WITHOUT removing his hands from the keyboard, the operator of a Model 26 Linotype can set intricate catalogue, directory, or advertising matter in which several different faces are combined in the same paragraph or even in the same line. He can set it practically as fast as straight matter because the matrices from the two main and two auxiliary magazines can be mixed at will and are automatically returned to their respective magazines.

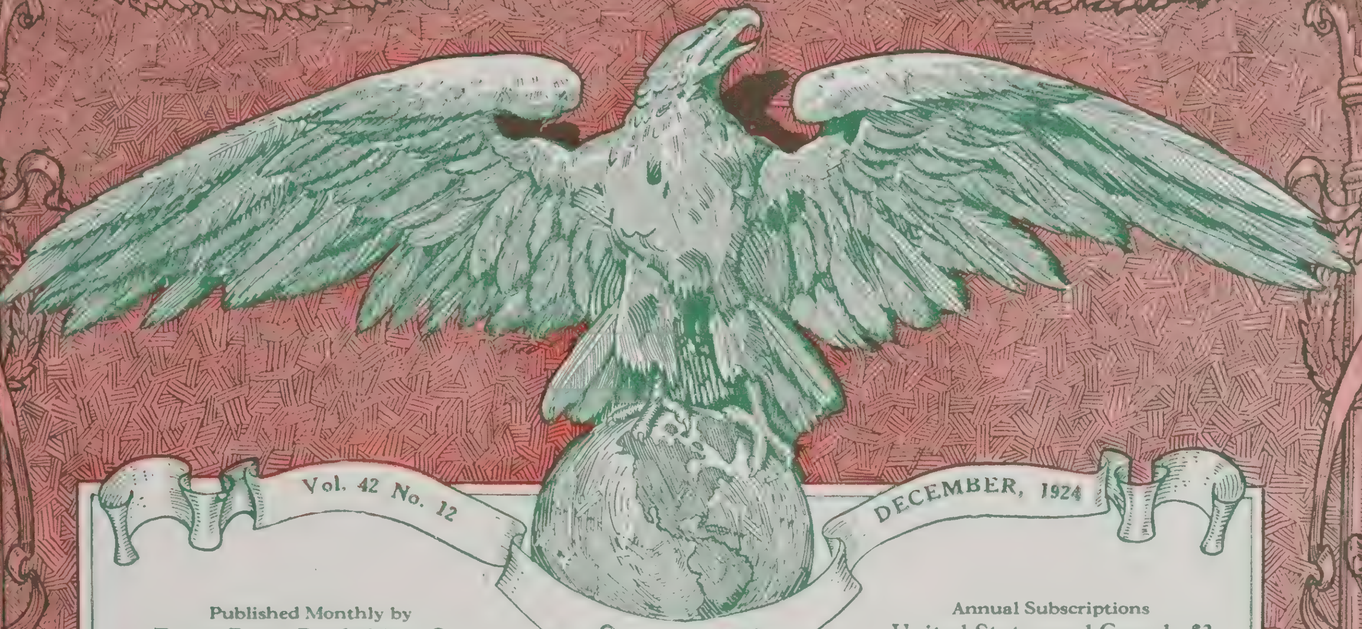
LINOTYPE

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

520.24.11-A

Composed on the LINOTYPE *in the Caslon No. 3 Series, with hand-lettered title line*

NATIONAL PRINTER JOURNALIST



Vol. 42 No. 12

DECEMBER, 1924

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1924

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

Good Stuff!
—N. P. J.

I AM TIRED of hearing Printers (and Publishers) run down their own business. Too many of us emulate the clock which "covers its face with its hands and runs down its own works". This business of ours is a good business.

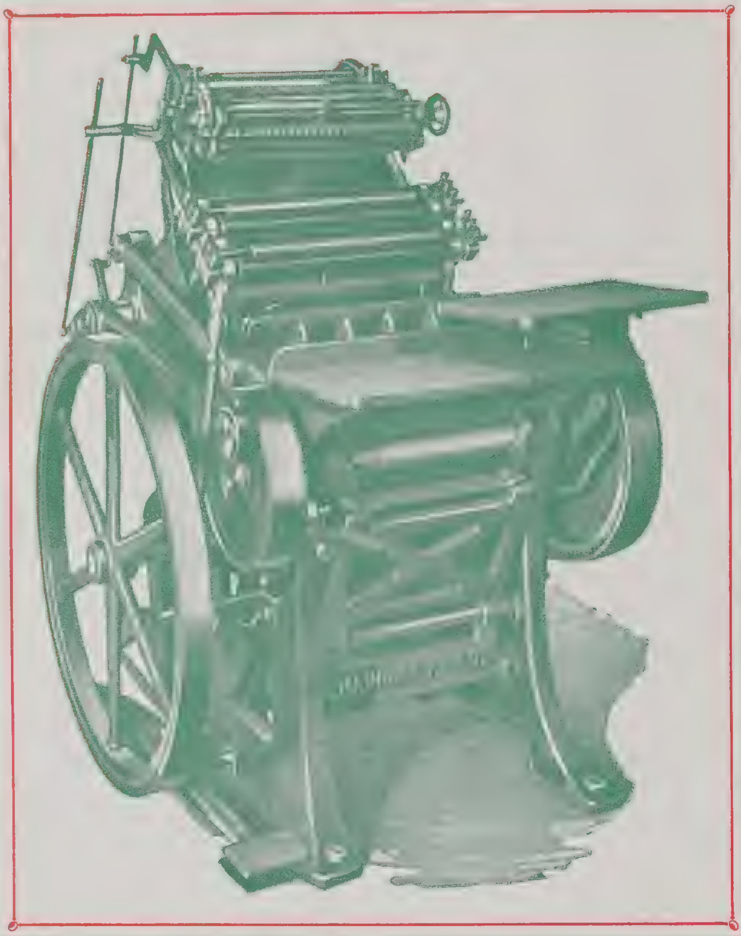
Printers of my acquaintance are taking vacations, paying their bills, living in good homes, and enjoying more prosperity than the world ever knew in this business. Let's reform our loose talk (to the public) regarding this business. —*JULIAN WETZEL, in U. T. A. Bulletin.*

The Printers' and Publishers' Experience-Exchange

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON
NEW YORK
PHILADELPHIA
RICHMOND
BALTIMORE
BUFFALO
PITTSBURGH
CLEVELAND
CINCINNATI
ATLANTA
CHICAGO
DETROIT
ST. LOUIS
MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
SAN FRANCISCO
SPOKANE
PORTLAND, ORE.
LOS ANGELES
WINNIPEG

AMERICAN TYPE FOUNDERS COMPANY

SET IN MEMBERS OF THE GARAMOND FAMILY ADAM ORNAMENTS NO. 1

Standard Rate & Data Service reproduces, in every detail, the advertising rate cards of all daily newspapers, farm papers, general magazines and business papers.
STANDARD RATE & DATA SERVICE
The National Authority
Satisfies Every Demand

CONFIDENCE!

EVERY great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—*Confidence in honor, intelligence, appreciation and good will.*

During the short span of five years **Standard Rate & Data Service** has done what it has taken other successful institutions many years to accomplish.

A Record!—In the Number of Publishers' Advertisements

July 1919	2	July 1922	120
July 1920	33	July 1923	154
July 1921	106	July 1924	255
September 1924	*313*		

Standard Rate & Data Service is an *exclusive* publishers' advertising medium—it is *the* advertising medium of the *Publishers of the United States*. Never before, in the history of advertising and journalism, has any publication sold so many publishers on the idea of promoting, through advertising, their own product—*white space*—as has **Standard Rate & Data Service.**

Its subscribers—agencies and advertisers—are your customers and prospects for advertising business. They take the **Service** so seriously that they frequently refer to it as their "Bible."

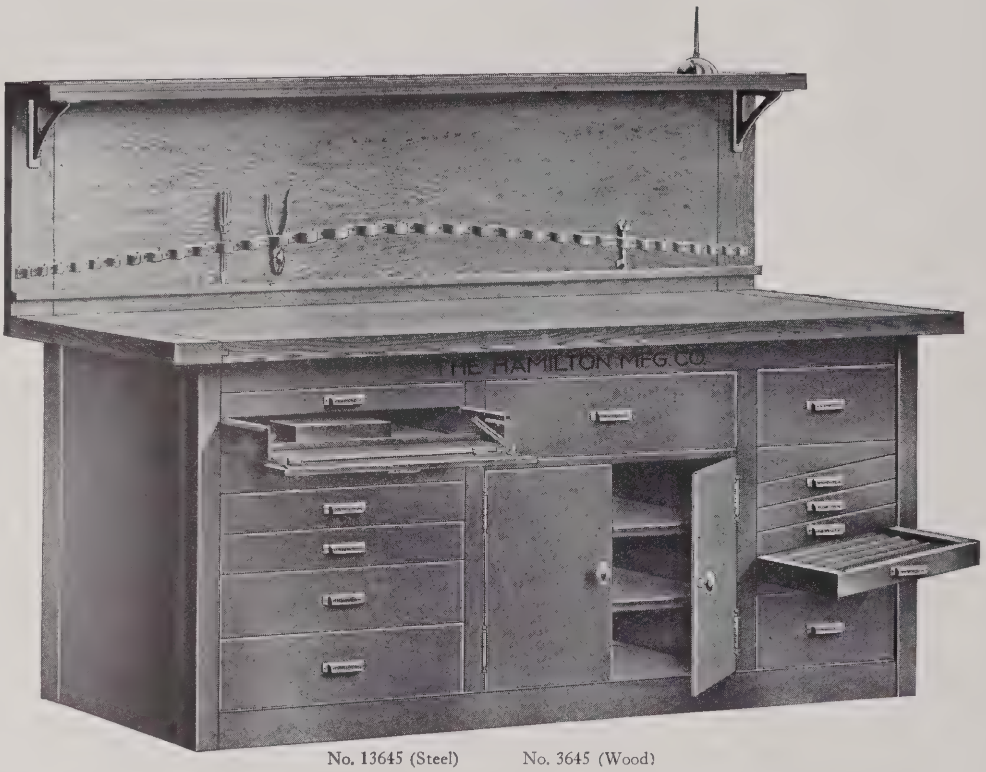
Agencies and advertisers use it to make up advertising schedules. What more opportune time could you pick to tell them your story?

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

NEW YORK CHICAGO SAN FRANCISCO

Work Bench and Storage Cabinet



No. 13645 (Steel) No. 3645 (Wood)

DESIGNED for use in connection with Linotype or other Slug-Casting Machines. Provides convenient working facilities for the machinist with ample storage capacity for his tools and the multitude of small parts and repairs constantly required. Hardwood working surface (79 x 28 x 1¾ inches thick) with wood tool board and tool shelf at rear.

Contents of Base: One drawer with grooved sides and center rail for liners; one drawer with hinged front and zinc-lined bottom and compartment in rear for graphite, in which to clean Space-Bands; three drawers, each containing 49 steel boxes for storing small parts, screws, washers, etc.; one drawer with adjustable partitions for storing miscellaneous parts, and one drawer with grooved partitions for holding 93 Ejector Blades.

The **Center Section** has a large drawer with two compartments (each 12 x 21⅝ x 6 inches) also a cupboard with two adjustable shelves (each 25 inches wide inside) and doors.

The **Right Section** has a deep drawer at top, with hooks for holding Space-Bands; four inclined drawers with grooves for holding Matrices; a large drawer at bottom, in which, in front, there is a drilled block for holding drills of various sizes, and, in the rear, a space (17⅝ x 14 x 6⅛ inches inside) for miscellaneous storage purposes.

Height to working top, 34 inches; height overall, 55 inches. Floor space, 79 x 29 inches.

THE HAMILTON MANUFACTURING COMPANY

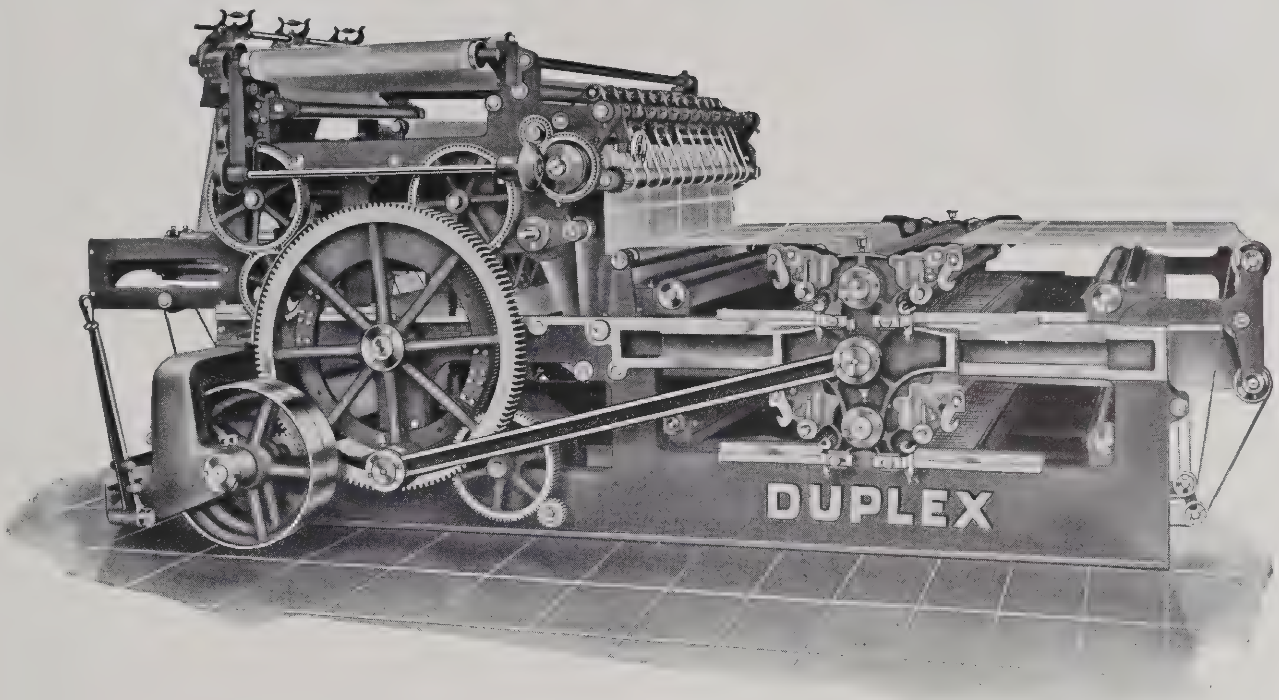
Eastern House: RAHWAY, N. J.
TWO RIVERS, WISCONSIN

HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

A FEW REASONS

WHY THE PROGRESSIVE PUBLISHER CHOOSES

THE DUPLEX MODEL "E"



1—It is the only HIGH SPEED flatbed web press built. Speed, 5000 to 6000 papers per hour, printed, folded and counted.

2—*It is the only flatbed web press built which prints a complete paper on each stroke* of the reciprocating parts; all others presses print on alternate strokes only—the return stroke is unproductive, obviously inefficient.

3—It is the only flatbed web press which is flexible as to the width of the printed page. The Model "E" press prints 7 col. 13 ems; 8 col. 12 ems; 8 col. 12½ ems, and 8 col. 13 ems—6 point column rules—standard or narrow margins—and the change from one to another may be made in a few minutes by the pressman himself.

4—It is the only flatbed web press equipped with a PAPER-ROLL HOIST, a great convenience and labor-saver.

5—Because the DUPLEX flatbed press has been built and brought up to its present state of perfection by its ORIGINATORS—over forty years of productive and successful experience stands back of it.

WRITE FOR BULLETIN 701

Duplex Printing Press Co.

Main Offices & Works: BATTLE CREEK, MICHIGAN

World Building
New York City

New Chicago Temple Building
77 W. Washington St., Chicago

DeYoung Building
San Francisco

The Miehle Two Color Press

The Miehle

A Business Builder

THE Miehle Two-Color Press is not merely a saver of labor and material, it is a business builder as well.

Indeed, it has been our general experience that the purchase of one two-color press has been promptly followed by the purchase of more.

The printer who operates the Miehle Two-Color Press is the natural recipient of a large amount of business which these presses do so well and so economically that it is out of the question to place it elsewhere.

MIEHLE PRINTING PRESS & MFG. CO.

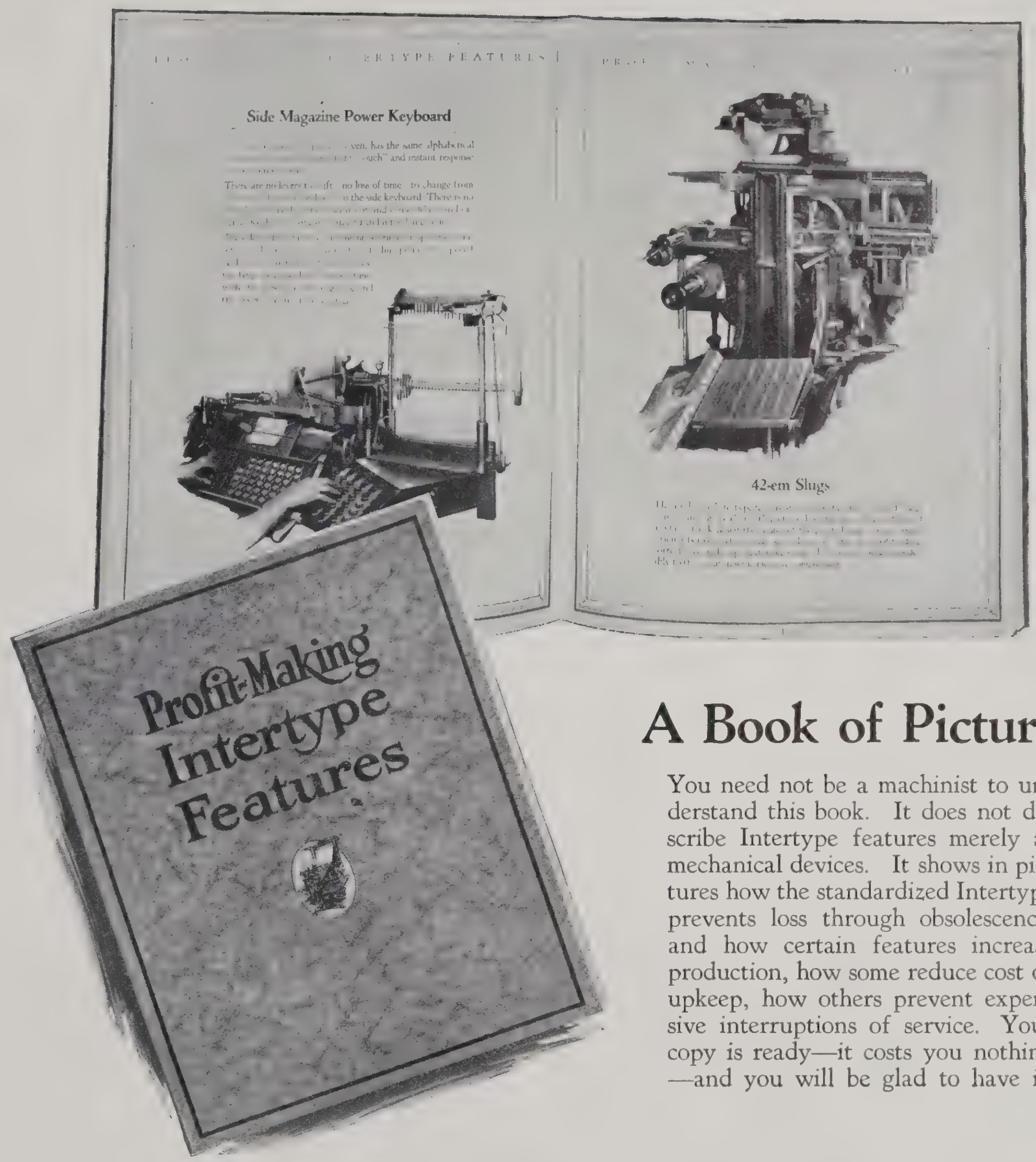
Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
PHILADELPHIA, PA., Stephen Girard Bldg.
BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg.
DALLAS, TEX., 611 Deere Bldg.
SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Send for Your Copy of This New INTERTYPE BOOK


Side Magazine Power Keyboard
42-em Slugs
Profit-Making Intertype Features

A Book of Pictures

You need not be a machinist to understand this book. It does not describe Intertype features merely as mechanical devices. It shows in pictures how the standardized Intertype prevents loss through obsolescence, and how certain features increase production, how some reduce cost of upkeep, how others prevent expensive interruptions of service. Your copy is ready—it costs you nothing—and you will be glad to have it.

Standardize!

The Intertype is unit-built. You buy a Standardized Basic Unit and whatever Standardized Equipment Units you need—*when* you need them. You need not tie up money now for possible future requirements, yet you are always ready for changing conditions. And your investment is protected, for *no Standardized Intertype has ever become obsolete.*

MAIL THE COUPON

Intertype Corporation, 50 Court St., Brooklyn, N. Y.
Send the Intertype Feature Book to:

Name ....

Firm ....

Address ....

....

GUARANTEE

THESE COLUMBIAN Envelopes are guaranteed as to paper, folding, cut, and gumming.

If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them, is authorized to replace them at our expense

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

A box that talks to your customer's eye

AS the drum major stands out in a parade, so the new Columbian White Wove Box stands out on the printer's shelf.

When the customer's eye roams over your stock, it can't help resting on this striking box—a sure reminder of good envelopes.

When your customer wants to re-order, this unusual label recalls the name—Columbian White Wove.

When Columbian White Woves are removed from the box or separated from the banded package, they don't become orphans. The United States Envelope watermark tells the buyer that *this* is the *known* envelope that he can always depend on.

Printers everywhere have welcomed the Columbian White Wove as the standardized commercial envelope, good enough for the customer who is fussy or particular—low-priced enough for the fellow whose hobby is close buying.

The Columbian White Wove gives what your customer wants in a practical, everyday envelope. Paper of an excellent writing, typing and printing surface; gum that sticks when moistened (and not before).

Whether you buy them in Portland, Maine, or Portland, Oregon, or anywhere in between, you can rest assured that their quality will be uniform.

Columbian White Woves are full high-cut, from high-grade white wove stock, surfaced to take a clear impression from type, line or wood engravings, and electrotypes.

Columbian White Woves are put up in substantial, attractively printed, dust-proof and soil-proof boxes—packages that impress the buyer and are easily remembered.

A guarantee enclosed in every box, states clearly that, if due to any fault in manufacture, these envelopes fail to give complete satisfaction, the distributor is authorized to exchange them.

Columbian White Woves are made in a full range of commercial sizes, from No. 5 to 14 and Monarch.

Columbian White Woves are made especially to be sold through printers. They are stocked in a full range of sizes, by paper merchants everywhere.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Springfield, Mass.

Location	*Division*	*Location*	*Division*
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.	Springfield, Mass.	P. P. Kellogg & Co.
Rockville, Conn.	White, Corbin & Co.	Worcester, Mass.	Whitcomb Envelope Co.
Hartford, Conn.	Plimpton Manufacturing Co.	Worcester, Mass.	W. H. Hill Envelope Co.
Springfield, Mass.	Morgan Envelope Co.	Indianapolis, Ind.	Central States Env. Co.
Waukegan, Ill.	National Envelope Co.	San Francisco, Cal.	Pacific Coast Envelope Co.
		Philadelphia, Pa.	The Monarch Envelope Co.

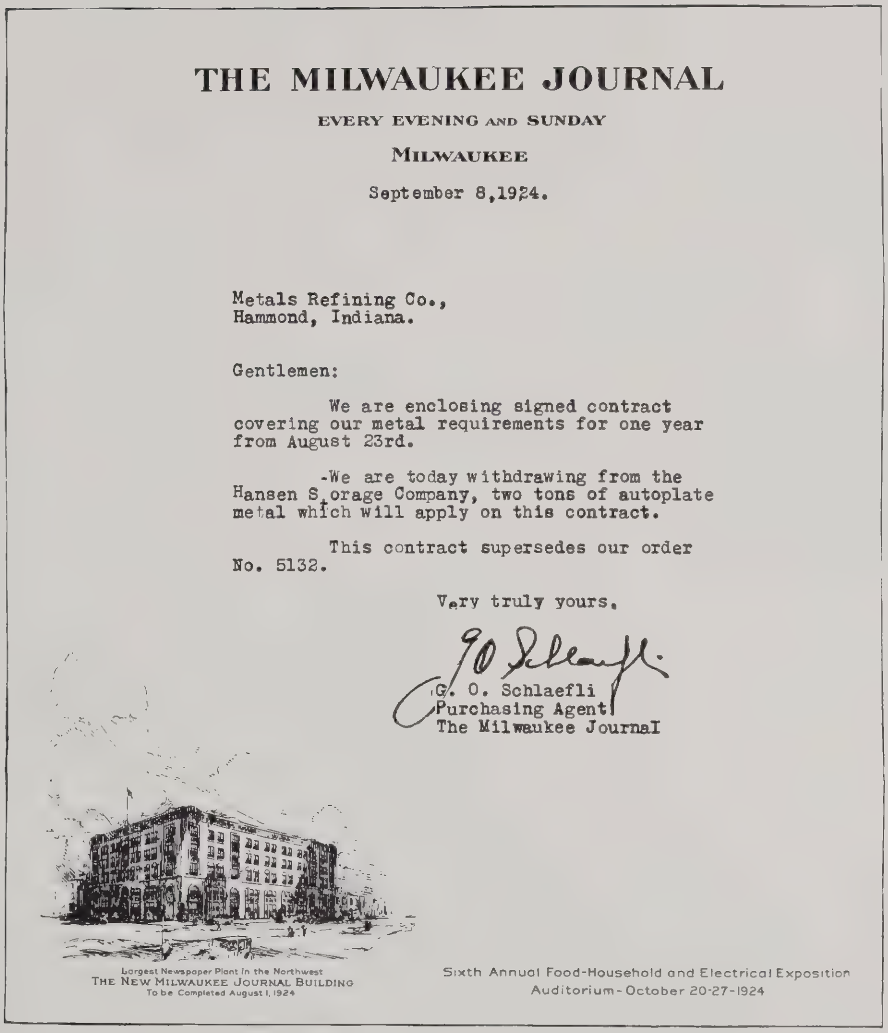
USE

The Columbian White Wove does not lose its identity, even when removed from the box it came in. The USE watermark identifies it

TYPE METAL PERFECTION FINDS ITS HIGHEST EXPRESSION IN "WILKE'S"

The Reward

for Three Years' Conscientious Service



THE MILWAUKEE JOURNAL

EVERY EVENING AND SUNDAY

MILWAUKEE

September 8,1924.

Metals Refining Co.,
Hammond, Indiana.

Gentlemen:

We are enclosing signed contract covering our metal requirements for one year from August 23rd.

-We are today withdrawing from the Hansen Storage Company, two tons of autoplate metal which will apply on this contract.

This contract supersedes our order No. 5132.

Very truly yours,

G. O. Schlaefli
Purchasing Agent
The Milwaukee Journal

Largest Newspaper Plant in the Northwest
THE NEW MILWAUKEE JOURNAL BUILDING
To be Completed August 1, 1924

Sixth Annual Food-Household and Electrical Exposition
Auditorium - October 20-27-1924

Wilke's
METALS
THE HIGHEST STANDARD

METALS REFINING COMPANY

HAMMOND, INDIANA

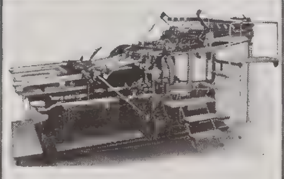
WHEN YOU THINK OF TYPE METAL THINK OF "WILKE'S"

Bigger Profits!

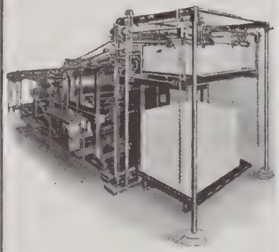
Two Booklets that will tell you how to obtain Bigger Profits

The two booklets shown below tell you how it is possible to increase the profits from your commercial press room.

Your copies of these booklets are waiting for you. By all means write for them today.



Latest Design Cross Continuous Feeder.

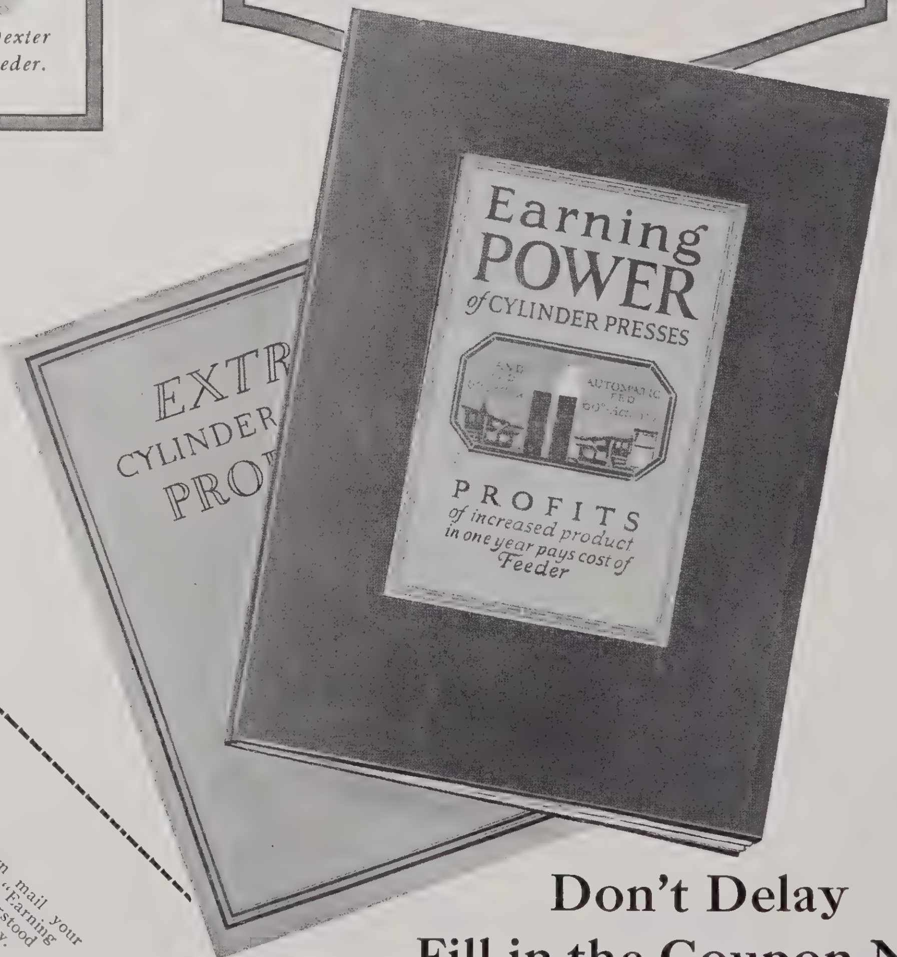


Latest Design Dexter Suction Pile Feeder.

Dexter Folder Co.

28 West 23rd Street New York City

CHICAGO PHILADELPHIA BOSTON
CLEVELAND ST. LOUIS
E. G. Myers, Dallas, Texas
H. W. Brintnall, San Francisco and Los Angeles
Dodson Printers' Supply Co., Atlanta, Georgia



DEXTER FOLDER COMPANY,
28 West 23rd Street,
New York City.

Gentlemen: Please send me by return mail your booklets, "Cylinder Press Profits", and "Earning Power of Cylinder Presses." It is understood that this does not obligate me in any way.

Name ....

Street No. ....

City ....

State ....

Don't Delay
Fill in the Coupon Now

NATIONAL PRINTER-JOURNALIST

Copyrighted

Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

Branch Offices in Leading Cities:
CHICAGO—E. J. Keys, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

JOHN L. MEYER
Managing Editor
C. H. DuCLOE, *News Editor* — GEO. A. JUST, *Technical Counsel*
Associated Editors
H. J. LARKIN, E. C. KRATSCH
A. L. WARNER, *Artist*

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 42 — Milwaukee, Wis., December, 1924 — No. 12

WILLIAM F. KIRK
NEW YORK JOURNAL

WILLIAM F. KIRK, printer's devil in the Northwest as a very small boy, and compositor and pressman in newspaper-job plants at 18, said he became a writer because "the printing department always seemed too much like work for one of my dreamy nature."

His poetry now appears in many magazines, newspapers and volumes. Mr. Kirk is connected with the Hearst services, but has reached that happy state of success when he can remain back in his old home at Chippewa Falls, Wis., covering his assignments and following his inspirations by mail. He covered all the big sporting events for the Hearst papers for a number of years. Among his lyrics are "The Rainbow of Love", sung by John McCormack, and "Harbor of Dreams", and "A Sunset Song", popular the world over. He is author of "The Norsk Nightingale", "Fleeting Fancies", and "Out of the Current".

"Bill" Kirk prepared the novel Holiday Greeting herewith for *"NPJ"* to its readers at the request of the managing editor, who ever cherishes pleasant memories of days when they worked together as printer-journalists.

To the Printers

Written for NATIONAL PRINTER-JOURNALIST

LET ME tune up my typewriter, hammer the keys
And give heed to indenting and spacing
While to printers I sing this melodious wheeze
And the thoughts through my think-tank go chasing.
The printers all learn to judge and discern
So they'll make no punk errors to grieve us,
And the printer who has no long primer to learn
Is a very small pica, believe us!

FOR many long years in this valley of tears
I have furnished the printers with copy,
And some of my stuff was artistic enough
And a Helova lot of it sloppy.
But from East coast to West I have put to the test
Many printers, including New Yorkers,
And whenever they took my dope from the hook
They followed my copy like corkers!

A HEALTH to the Printers! A Holiday Toast!
May their Christmas and New Year be jolly!
To all the great gang that has set up my slang
I am serving this jingle with holly.
Intelligent, keen, true as any machine,
Cool and steady when editors press 'em—
They deserve more than rhyme at this Holiday Time.
Good luck to the printers! God bless 'em!

Bill Kirk

This Newspaper Strenuousness

A Publisher-Printer's Timely Reminder as Annual "Leaf-Turning" Period Comes

By F. R. STARBUCK

Secretary-Treasurer, Racine (Wis.) Journal-News

A YEAR-END THOUGHT

MR. STARBUCK'S editorial (it was published to his readers in his newspaper) should make many printer-journalists THINK. What is the subtlety of "newspaper strenuousness", of breakdowns and untimely deaths in the fraternity? Yes, even of the inroads of the "free publicity evil"? Are not all these things partners, with many other ills of the profession? Isn't it a fact that this subtlety is FEAR? Fear of failure, of getting in wrong, of this that and the other, even of competition? A lack of faith in the inevitable law of compensation for every honest act DONE FEARLESSLY? Failure to understand that *any* mistake is after all, as readily righted as an error in simple arithmetic? Is there any other "competitor" than fear? Is not the *doorkeeper* against all these, against false sense of responsibility, excess feeling of position and power, impatience and criticism just a deep, very deep living faith that *Right is* (invariably, the only) *Might?* Think it over for 1925, beginning *NOW!*—JOHN MEYER.

AS a rule the newspaper man doesn't want any one to write a brief for him or seek to enlighten the public on the character of his work. He is generally satisfied to pursue his vocation, happy because he is busy and of service in this busy world.

But, the other day at a meeting of newspaper publishers those present began talking of a young man in his early thirties who had broken down from an acute attack of illness and was compelled to take a long rest. He was present at this gathering and stated he was recovering nicely, but had learned his lesson.

Our friend, before leaving to recuperate, saw several merchants and other citizens. They expressed some surprise at hearing his condition was due to overwork and this opinion seemed to arouse him to say what he had felt for several years. He declared that he had labored so hard in trying to keep up his business, educate the merchants into the value of advertising and had taken part in so many civic activities, that his health gave way.

F. R. STARBUCK

At this same meeting an elderly editor told of just coming back from a long trip occasioned by overwork, and at his side was a man in the early fifties who has been a semi invalid for a long time. This publisher also had given his best efforts in building up a fine paper, boosting his city by personal efforts and even going out into state activities.

THE publisher in the small town of 10,000 people is always the worst off. Everybody knows him. All the kicks seem to be leveled at his head whether of circulation, advertising or what not. He has to do a hundred different things because he can't afford to have men for separate branches of the business, and works far more than his fellow publisher in the larger places.

It's a pretty safe bet to make that the average publisher works more hours and dies with a far less estate than his fellow townsmen who have no more ability?

There is no particular moral to this editorial except possibly that after all the newspaper man—no matter what capacity he works in—would do differently if given the chance to live his life over. He knows that in point of public good he is the greatest factor in the community—he gets more kicks than he deserves, but learns to take them philosophically; he knows he's not perfect and welcomes constructive criticism—he loves his work and appreciates like all human beings a modicum of appreciation—he learns human nature like the minister or judge and probably is just a little bit more tolerant of human frailty than the average.

YES, he may seek a rest cure for a while, coming back with the knowledge that he must ease up on the overtasked machine, but he is not soured nor discouraged; he has learned a lesson—that he can go just so far in rendering service, and after that he owes the greatest debt to his own physical and mental welfare.

From an Address by Mr. Starbuck to His Rotary Club

THERE should be added to the Story of Today's Newspaper the advent of the publicity man who floods the newspapers with his copy and his requests for free space. This deluge of matter comes from all sides, with the U. S. government right in the front ranks. Several days ago a very sensational piece of copy came to hand and illustrated how several of the crew of a submarine saved their lives by the timely use of a flashlight in finding a place to go through one of the torpedo tubes. It passed two people in the office until the third noticed the word flashlight occurring several times. Then of course it was seen at once to be a cleverly prepared piece of copy to exploit the sale of flashlights.

All along the line from innumerable sources comes the never ending and constantly increasing flood of printed matter. Churches, lodges, business firms, etc. all contribute to the waste basket. A wonderful article comes along telling of milady's toilet accessories in the days of Queen Cleopatra and it sounds very good until the name of some present day soap is cleverly interwoven to bring it up to date.

There is one misrepresentation more commonly circulated, and perhaps more appealing to the credulity of the unthinking, than any other factor pertaining to newspapers, and that is the oft repeated reference to a "bought" or a "kept" press.

A Black-Bordered Envelope Comes!

OPENING a large, formal-looking, black-bordered envelope addressed by hand and bearing 4 cents postage, a member of the "NPJ" editorial staff found, not an announcement of the passing of a friend, but an attractive promotion idea for printer-journalists. It is one of Harry Spencer Stuff's pieces for the *Times-Mirror* Printing Co., Los Angeles, Cal., and entitled "Get Off That Hearse," and including this: "Printing Ink—the way we mix it at the *Times-Mirror*, is the best kind of business lubricant."

A deeply black-bordered card in the envelope, partly concealed on opening with a pure white card of somewhat smaller size fastened through a slit, revealed a beautiful printing job in black, brown, gold and light blue. On one side is a novel poem about Los Angeles, and on the other, Mr. Stuff's cut in colors. The under side of the white card tells some attractive points about this printing house.

The idea can of course be adapted in less or more costly ways by printer-journalists.

Hal E. Hoss, "PJ", Out-Adventures Them All

Installation in "NPJ" Hall of Fame Reveals Novel Story of the "Tom Sawyer of the Pacific Coast"

By MARGARET MORRISON

A VOLLEY of rocks biting the dust of the roadway, followed by the uproarious shouts of a gang of small boys! It is a modern Tom Sawyer, inaugurating a rock-throwing contest, in order to clear his mother's vacant lot in Salem, Oregon, for the spring garden planting. The Tom Sawyer was Hal E. Hoss who, at the age of 31, is managing editor of the Oregon City *Daily Enterprise,* and for the second consecutive time, holds the office of president of the Oregon State Editorial Association, one of the livest of them all.

"I only made one miscalculation," says Mr. Hoss, in recounting his success in emulation of the Mark Twain Character. "Mother had offered me ten cents a pailful for the rocks as I cleared them away, so after the contest was over, I had to go and pick them all up again or lose the bounty."

HAL next became a bell-boy in the old Willamette Hotel of Salem. "I got a cross section of life in this job which I never would have had otherwise," he says.

Six feet, or more of slim, angular humanity, looked down with a quizzical light of amusement in his eyes as he related his experiences. This self-educated Westerner has a kindly understanding, a calculating exactness, about him, which sets him apart at the first meeting.

While he was still acting as "buttons" in the hotel, an older brother sent word from Central Idaho that the little town of Steuenburg was in need of a pressing parlor. Within a week or two, every inhabitant of the town was literally cleaned and pressed, and the business failed for lack of further trade.

A PAIR of home-sick boys turned their faces toward the West again, landing in Spokane on a snowy Christmas Eve. "The highlight in this part of my struggle for a living," Mr. Hoss smiled ruminatively, "was our attempt to get into the theatrical business. We started a sandwich counter back-stage of the theatre to accommodate the actors. We installed a small oil stove close to an open window in order that the odor of frying hamburger would be wafted away by the breeze. Our theory didn't work out, sad to say, and at the raising of the curtain for the first act that night, the mixture of hamburger and onions greeted the audience very forcibly indeed."

Old residents of Walla Walla and Pendleton recall the huge animated slice of cheese which paraded the streets of these towns at one time. With a capital of 61 cents between them, the two brothers planned this new business with an idea of selling advertising space on the billboard which was constructed of a wooded framework covered with muslin and designed to represent a piece of cheese. The manager of a theatre purchased space on the "cheese" and was so impressed that he induced the Hoss brothers to construct a second Peripatetic sign board.

HAL E. HOSS

Following this, Mr. Hoss went back to the hotel business again, becoming manager in the same hotel where he once held the position of bell boy. Soon afterwards the owners razed the old landmark. Mr. Hoss took advantage of this misfortune by establishing a second hand store to sell the original stock of the hotel.

TWELVE years ago, at the age of 19, Hoss began to write for the Salem *Statesman.* He got the attention of a certain state official who offered Hal a position as cub reporter in Seattle.

He didn't accept the position, however, forming instead a partnership in the publication of the *Weekly Visitor,* in Salem. "My job was to write the news and editorials, and to help print, and fold and deliver the 3000 copies to most of the urban population," he said. So he sold out and became official "barker" for a taffy-maker in a carnival.

"It was during the winter as a section hand, working at $1.75 for a ten hour day, that I learned the value of co-operation," he continued. "What a temptation it was to lie down on the job, when returning home at night on the handcar, each was compelled to take his turn at pumping."

He was married that summer to Myrtle Lantz, a former Salem girl, and this important happening ended his vagabondage. He established a candy store at a beach. Hal gradually assumed the correspondence for all of the Tillamook beaches. In fact he was turning in more "copy" to the Portland *Oregonian* than any other correspondent.

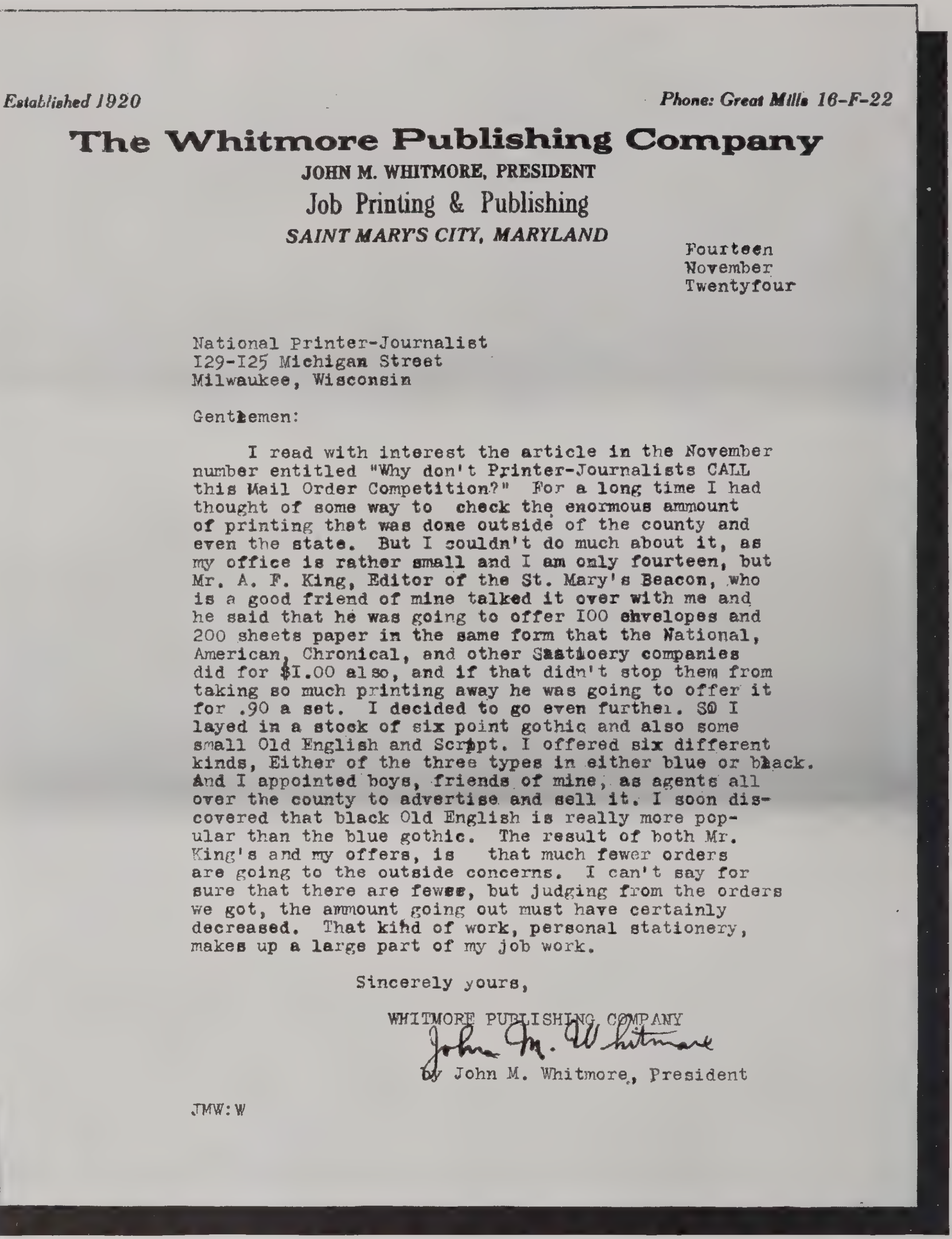
SIX years ago, Mr. Hoss entered the *Courier* office of Oregon City as a reporter. After several months he became manager and part owner of the *Banner,* in the same city, combining his paper with the *Courier* within a year. He sold out and joined the staff of the Oregon City *Enterprise,* a daily, owned by E. E. Brodie. Within a year he became business manager of the *Enterprise* and when Mr. Brodie was appointed United States Minister to Siam, Hoss assumed the managing editorship which he now holds.

Although Mr. Hoss has never had even a high school education, students at the University of Oregon have recently recognized his ability by making him a member of Sigma Delta Chi, national honorary journalistic fraternity for men.

◆ ◆ ◆

AND now, Mr. Hal E. Hoss is gently but firmly installed into the *"NPJ" Hall of Fame,* a monthly feature intended to pay a measure of tribute and archival recognition to leaders in organized effort to promote the interests of the publisher-printers of America.

—The Editors



Established 1920 *Phone: Great Mills 16-F-22*

The Whitmore Publishing Company

JOHN M. WHITMORE, PRESIDENT

Job Printing & Publishing

SAINT MARY'S CITY, MARYLAND

Fourteen
November
Twentyfour

National Printer-Journalist
I29-I25 Michigan Street
Milwaukee, Wisconsin

Gentlemen:

I read with interest the article in the November number entitled "Why don't Printer-Journalists CALL this Mail Order Competition?" For a long time I had thought of some way to check the enormous ammount of printing that was done outside of the county and even the state. But I couldn't do much about it, as my office is rather small and I am only fourteen, but Mr. A. F. King, Editor of the St. Mary's Beacon, who is a good friend of mine talked it over with me and he said that he was going to offer IOO envelopes and 200 sheets paper in the same form that the National, American, Chronical, and other Stationery companies did for $I.00 also, and if that didn't stop them from taking so much printing away he was going to offer it for .90 a set. I decided to go even further. SO I layed in a stock of six point gothic and also some small Old English and Script. I offered six different kinds, Either of the three types in either blue or black. And I appointed boys, friends of mine, as agents all over the county to advertise and sell it. I soon discovered that black Old English is really more popular than the blue gothic. The result of both Mr. King's and my offers, is that much fewer orders are going to the outside concerns. I can't say for sure that there are fewer, but judging from the orders we got, the ammount going out must have certainly decreased. That kind of work, personal stationery, makes up a large part of my job work.

Sincerely yours,

WHITMORE PUBLISHING COMPANY
John M. Whitmore
by John M. Whitmore, President

JMW:W

In "NPJ's" Christmas Stocking; An Unusual Testimonial

THIS letter is appreciated as a striking testimonial to the actual values which "NPJ" endeavors to carry to its readers over the United States and Canada each month, in the way of practical hints, ideas and experiences. Mr. Whitmore is not yet 15, but the owner of a profitable printing and publishing business, and his greater future is assured, everyone will admit.

THIS youthful printer-journalist was one of the most enthusiastic and earnest students of the BRIDGMAN-UNIVERSITY OF WISCONSIN-"NPJ" COST FINDING SERIES which was published in these pages during all of 1924. Watch for his "experience story" personally told, in an early number of NATIONAL PRINTER-JOURNALIST

Does $130,000 a Year for a University

TRANSITION FROM A "NIGHTMARE" PLANT TO MODEL OFFICES

By V. R. Portmann

M. W. DePuy, Superintendent U. of M. Printing Plant

ONE of the very finest establishments of its kind and purpose in America is the University of Minnesota Printing Department, Minneapolis. It does a volume of about $130,000 a year. Some prominent printer said recently that it would be a model plant for a town of 10,000 population with a good trading territory or equally a model for a specializing plant for certain kinds of work in a large city; that it could be studied with profit by both small and large printer, and general printer and specialist.

M. W. DePuy, widely known in northwestern Craftsmen and kindred circles, is superintendent. Until last spring, the University plant was housed in a former dwelling house on a corner of the campus, occupying two floors and a cellar—more or less of a nightmare of printing machinery, stock, and all that, with no possibility for systematic arrangement. When the University erected a model storehouse near the Northern Pacific tracks, Mr. DePuy "bought" the second floor for his department.

It is now a goodly number of years since the University of Minnesota began to do its own printing. The plant being a permanent fixture, and the work increasing,—there being a more definite recognition of the specialized requirements upon it—Mr. DePuy was enthused to arrange for the make-up of a model plant.

THERE are now not quite thirty regular employes in the entire department. "Of course," said Mr. DePuy, "we do not have to solicit for business. Only University work is done. But we find that 80 per cent of our work is marked *RUSH*, and we are always required to be two or three jumps ahead of the work. With our modern equipment and arrangement, we seldom have to hold up jobs which may not be vital, and manage to keep things moving quite rapidly."

The plant handles *all* the work for the University of Minnesota, from envelopes to large catalogs. The kinds of work turned out will run the full gamut of the requirements upon any printing shop, anywheres. A proportion, however, consists of standard forms, blanks and the like. No work is handled for students. The plant also does all its jobs completely, including book-binding. There are a number of regular periodicals. Any number of bulletins, reports, etc., are done here, and usually these are rush jobs. The plant is operated under the direction and subsidy of the state and federal governments.

When, early in 1924, the University built the warehouse already referred to, and it had been decided to install new machinery in the printing plant, and Mr. DePuy had arranged for a floor in the new structure, it was determined that the opportunity for arranging a model shop must not be passed up.

Ideas Everywhere for Eyes That Are Willing

WILLIAM A. MAYBORN, *Business Manager, The Indianapolis (Ind.) Times, in a letter to a regular "NPJ" Advertiser, the Mandel Engraving Co., and Art Studies*—"In the September issue of *'NPJ'* you use an unusual marine etching * * * Would you have any objection to our reproducing this illustration for a local advertiser, if we can sell the idea to him as a *Thanksgiving Day Ad?* * * *"

◆ ◆ ◆

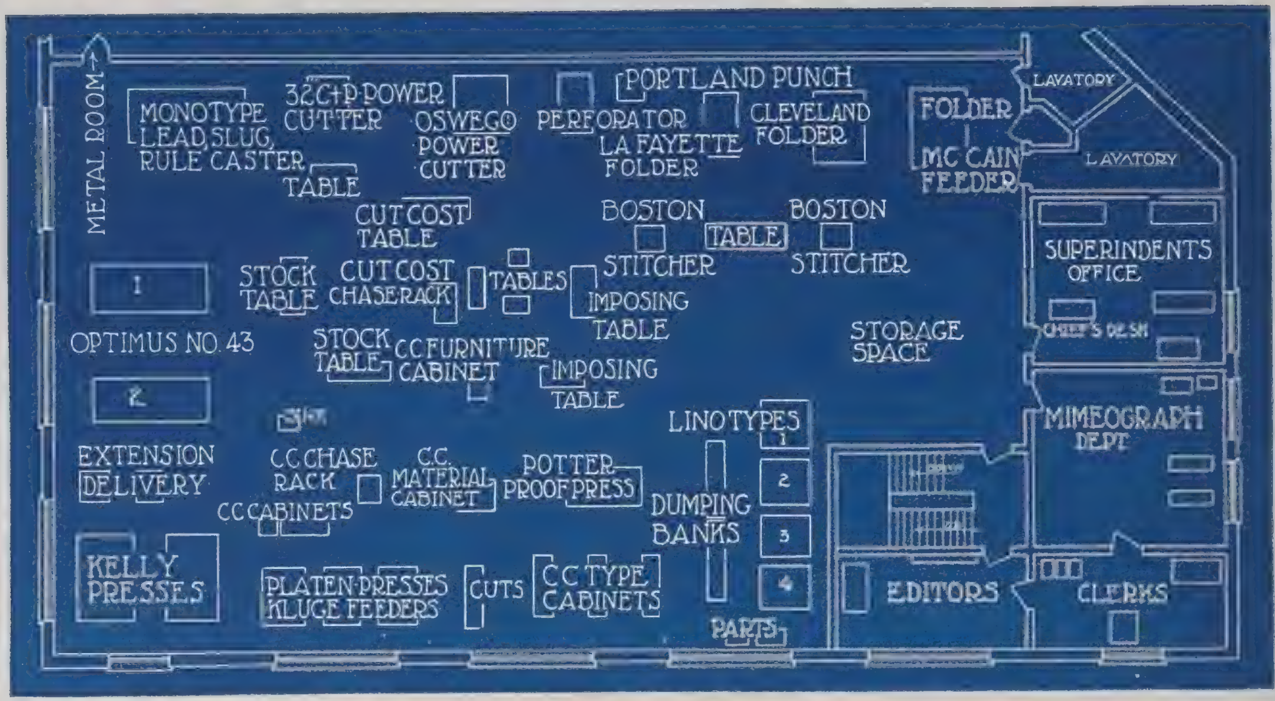
EDITOR'S NOTE: The etching, made from a drawing by WARNER, the Art and Service chief of "NPJ" and its five brother publications, depicted an old-type sailing vessel on a tossed sea, and involves a conception of the Mayflower and an embodiment of certain distinct phases of the Thanksgiving Day spirit.

C. W. Kellogg, now the chief efficiency engineer of the American Type Founders Co., then located at Chicago, was asked to assume charge of the planning, the instructions being to get maximum efficiency with a minimum of effort and labor. Mr. Kellogg's department has planned unnumbered commercial printing and newspaper-commercial printing plant layouts in every part of the United States and Canada. In this case the building space allowed ample clear space, and two sides of the room are practically all glass.

A VISIT to the University printing plant in Minneapolis will pay anyone really interested in studying a finely-arranged plant, and one that is meeting quite a number of problems every day which are not always found in the average office. The *"NPJ Blue Print"*, based on the engineers' drawings of the layout, gives a practically accurate picture of the arrangement of machinery, indicating the flow and direction of the work.

Four small rooms at the head of the stairs house the superintendent's office, editorial department, and mimeograph department, which is a unit by itself. This sub-department handles the printing of examination questions, class assignments, temporary text books, and other such matters for the University colleges and professors. All these offices are fitted with modern desks, filing cabinets, and labor-saving office machinery.

The main floor contains 5,000 square feet of floor space with a frontage of 75 feet towards the southeast on Fifteenth avenue. As one comes in the door, the bindery and stock departments are im-



UNIVERSITY OF MINNESOTA OPERATES A MODEL LAYOUT SHOP

Equipment Placed for Maximum Efficiency for the Work of this Plant by the Engineering Department of the American Type Founders Co., C. W. Kellogg, Chief Engineer. A Few Changes Have Been Made to Accommodate New Equipment, Since This Drawing was Completed; the Shop Now is Non-Distribution, a Monotype Slug, Lead and Rule Caster Being One of the Recent Additions, Together with a Cleveland Folder, a Craftsman and Two Kluge Automatic Feeders

mediately in front. Further down against the back wall are the stock cabinets and the hand and power paper cutters. At the left of the entrance are four Mergenthaler Linotypes, three No. 14s and a rebuilt 5. Four sizes of type magazines are used, 6, 8, 10, and 12 point. The machines are run in two shifts of eight hours each. The larger type used in the office is hand set. The non-distribution system is in use. Next in order come the metal type cases, the work benches, imposing stones, chase racks.

A battery of three platen presses, equipped with automatic feeders,—two 10 inch by 15 inch, and a 12 inch by 18 inch—and a Kelly Automatic with extension feeder, are equipped to handle the smaller job work. Two No. 43 Optimus presses take care of the heavy book and catalog work.

The bindery equipment includes a foot-power perforator, a power punching machine, a Cleveland Folding machine, a Lafayette folder, a large folder with a McCain feeder, and a No. 2 and a No. 7 Boston stitcher. Additional space is provided for the installation of additional binding machinery.

The printing department is self-sustaining. The selling price is charged the University on a cost-plus basis. This enables the department to take care of the overhead and to maintain a yearly reserve in the neighborhood of $6,000. This reserve met the expenses connected with the installation of the water, gas and electricity recently, and the cost of moving, etc.

An example of the work put out in a recent month is: 18,000 University bulletins (1924-25), 15,000 summer school bulletins, 15,000 general information bulletins, and 5,000 agricultural bulletins, ranging from 48 to 168 pages. The work furnished for the agricultural division itself is of great magnitude and can easily be understood when one considers the extension and field service performed in the state of Minnesota by this department.

◆ ◆ ◆

Circulation Drifts Are Favorable

THE outlook for profitable circulation work looks improved upon analyzing the following figures of the Bureau of Census, including both dailies and weeklies:

State	Papers Reporting	Receipts from Subs.	Percentage Increase 1914 to 1921
Missouri	786	$8,284,224	5.3
Nebraska	321	2,465,399	32.
Kansas	356	2,441,663	64.1
Oklahoma	276	1,579,386	40.5
Colorado	229	1,631,656	39.

Roy F. Bailey, Salina (Kans.) *Journal* recently said: "Examining these figures we find that the average circulation revenue for the Missouri newspapers reporting is $10,539, for Nebraska, $7,680; for Kansas, $6,858; for Oklahoma, $5,722; and for Colorado, $7,125. This indicates that the Missouri newspapers are getting the greatest average return from circulation. It also shows that the Kansas newspapers are making the greatest circulation gain. The report proves that there is still an opportunity for the circulation manager, in some states to increase their average earnings, and in others to increase new readers."

AMERICA'S COUNTRY PRESS NOT AS IT USED TO BE

L. S. FITZHUGH, *Wilmore (Ky.) Enterprise* (PAST-PRESIDENT, KENTUCKY PRESS ASSOCIATION)—"As we look on a changed world we vision a changed press. No longer is the country paper a struggling step-child of a poorly equipped, overworked, underpaid man, who sacrificed on an unlighted altar. No longer is the editor a paid hireling of a political boss, his paper or the mouthpiece of an office seeker or of his own ambitions. No longer is the country paper but the reflection of the stump speaker and the voice answering to command. No longer is the journal of today a hand to mouth enterprise, without either business methods or the knowledge whether it is making or losing money.

"And the erstwhile orator now advertises his hopes and claims in the same paper he formerly owned and commanded. Thus has the fourth estate come into its own."

READING HABIT—"One thing we need to do is to teach people to read advertising," suggested Rudolph Lee, Long Prairie (Minn.) *Leader*, to L. A. Rossman, Grand Rapids (Minn.) *Herald-Review*. "How?" "Through the want ads."—*Among Ourselves.*

XII—COST SYSTEMS NEVER SLEEP

COST FINDING FOR PRINTERS AND PUBLISHERS

by W. H. BRIDGMAN, in Co-Operation With University of Wisconsin Extension Division, DR. L. E. REBER, Dean

(All Rights Reserved)

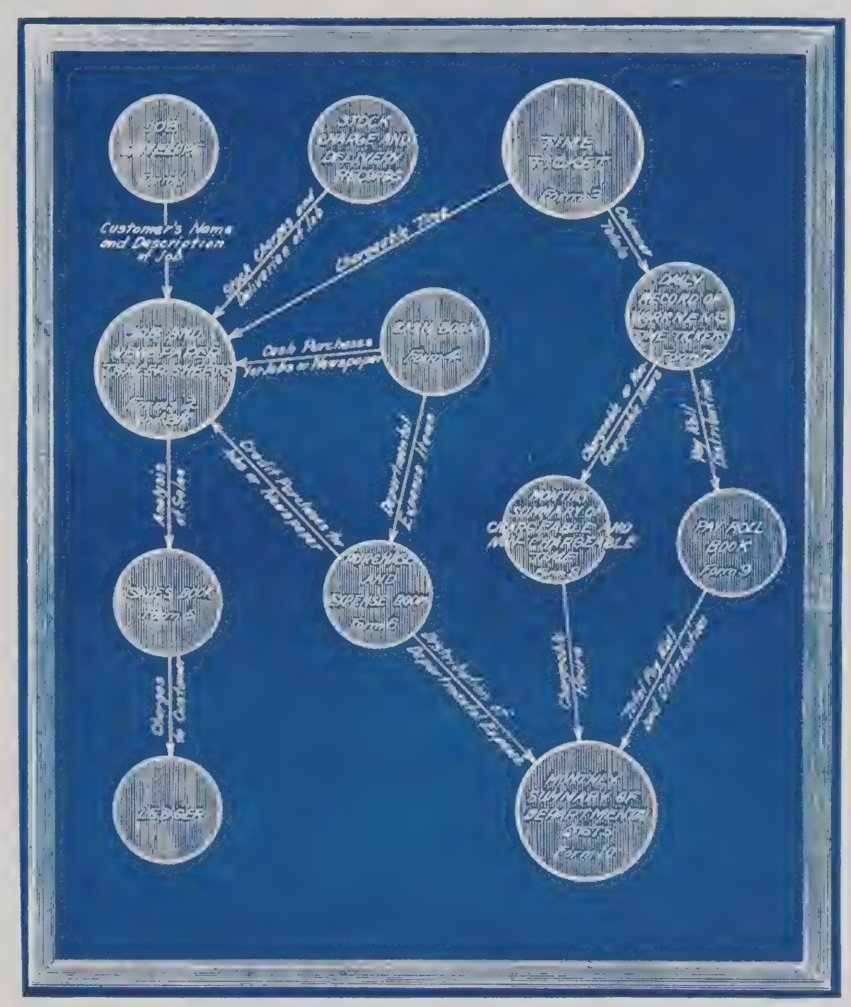
XII—*APPLICATION OF THE SYSTEM TO THE COUNTRY NEWS AND JOB PRINTING PLANT*

THE printer and publisher is performing a valuable service for the community in which he lives and for the state as a whole. Fundamentally, his work is educational. *The public should be educated to a higher appreciation of his work. There is no way of doing this more effectively than by requiring the public to pay for the service what it costs plus a profit* which will protect the printer and publisher from loss on his investment. There is nothing which the public so universally respects as the dollar. It has a corresponding respect for anything which can be quickly exchanged for the dollar. *The printer's service has suffered in the esteem of the public because he has been willing to exchange a dollar's worth of service for something less than a dollar.* The lapse has been due to ignorance. As a specific we offer the correspondence study course in cost finding and the service to printers and publishers, which includes the installation of the cost system.

It is worthy of note that the creation of this service was the result of the activities of the Wisconsin State Franklin Club and by far the greater demand for the service has come from the *commercial* printers. But the fundamental purpose of the Wisconsin University Extension Division in this work is to serve the publisher of the community weekly newspaper, increasing its stability and so greatly increasing its usefulness.

Among the things which are easily within their reach, the writer can wish no greater good fortune to his fellow publishers than that they have an installation of the Wisconsin Simplified Cost Finding System. I recommend the installation of the system in any plant whose total volume of business amounts to $10,000 per year, and the system can be successfully operated in many plants doing a smaller business.

The cost of the installation is warranted and it will be quickly absorbed in any plant doing business in the amount mentioned. If conscientiously pursued by a person who is familiar with the mechanical end of the printing business, the study course should afford preparation sufficient to enable a person to install the system in a small printing plant with the assistance of the forms furnished by the University Extension Division. However, there are problems peculiar to certain plants that create conditions which must be standardized, and this work can be more successfully performed by a person who is familiar with conditions in many plants of that class. Then there are problems of psychology which a stranger is ofttimes better able to meet than the management. I refer to securing the co-operation of *all* the working force.


Stock Charge and Delivery Records
Time Ticket Form 3
Customer's Name and Description of Job
Stock Charges and Deliveries of Job
Chargeable Time
Daily Record of Workmen's
Cash Book Form 4
Cash Purchases for Jobs or Newspaper
Analysis of Sales
Credit Purchases for Jobs or Newspaper
Sales Book
Purchase and Expense Book Form 6
Pay Roll Book Form 9
Charges to Customers
Ledger
Monthly Summary of Departmental Costs Form 10

COST FINDING MADE EASIER

THIS DIAGRAM IS WORTH KEEPING AT HAND. IT CLEARLY SHOWS THE "ROUTE" OF THE ENTRIES IN THE BRIDGMAN-UNIVERSITY OF WISCONSIN COST FINDING SERIES FORMS, ACCORDING TO THE MONTHLY SERIES OF ARTICLES PUBLISHED IN "NPJ" THROUGHOUT THIS YEAR AND BEING USED BY MANY READERS WITH SUCCESS

◆

THE first and most important step is to sell the system to the workmen. This sometimes requires some skillful manoeuvering and the exercise of diplomacy. It devolves upon someone to impress the veteran journeyman that the value of an hour's time to his employer has increased since he worked for $10 per week and nobody knew the meaning of overhead.

The expert, first of all, seeks to inspire each workman with a wholesome respect for the *unit of time,* and to impress upon him that its value is not measured by the amount of pay which the workman receives. *Frequently the pay roll item is the small end of the hour cost.* The detail of recording each item of time with all the attendant data must be justified to the workman, who has been accustomed to browse at will all day long without regard to whose job he was working on and it is left to the boss in the front office to guess at just how much time "Old Bill" devoted to a job; for, Bill doesn't know, and if you were to ask him he would guess at it.

Get Bill to agree with you that *each customer is entitled to a price on his job which covers the cost of his job plus a uniform margin of profit.* The customer is not entitled to have his job partially paid for by another customer, IN furnishing the twelfth, closing and admonitory article of his series for *"NPJ"* of the *Bridgman-Wisconsin University Cost Finding System for Printers and Publishers,* the author writes: "I have enjoyed the opportunity to present this subject to the readers of National Printer-Journalist, and I hope I have been successful in my effort to make a proportion of them give serious thought to this very important subject."

"NPJ" began this notable series, a complete practical exposition of the subject based on actual experience, with specific instructions, forms, etc., especially designed for the smaller offices of America,—in January 1924, through the courtesy of the University of Wisconsin Extension Division, Dr. L. E. Reber, dean, and W. H. Bridgman, Stanley, Wis., a pioneer association man and nationally known as a success in Commercial printing, as well as in the daily and weekly publishing fields. The series carried out the complete proposition from A to Z. *"NPJ"* is very glad to learn that the method has actually been applied or adapted in a considerable number of offices.

As has been repeatedly stated, printers and publishers desiring to purchase the forms or to pursue the regular study course of the Wisconsin University Extension Division, may have full details by writing to Dr. L. E. Reber, Madison, Wis.

"NPJ" will continue to help keep alive the subject of Cost Finding, especially for shops which have mistakenly believed that they are not big enough to practically use such systems—with an entirely erroneous impression as to the detail work required and a failure to realize the great benefits and saving of effort, time, money and "grief" which are at hand in a good, practical cost finding system.

WE take this opportunity to again set down an appreciation for the devotion of Mr. Bridgman to the Cause of the Printer-Journalist of America, and again pledge our support for movements and efforts, whether organized or individual, which will actually make printing-journalism a better, happier and more fruitful business and profession.

neither should he be compelled to pay for a portion of another customer's job. A variation of a unit or two in the time charged to a job represents the difference between honesty and dishonesty, between man and man.

THE manager is a busy man. He may not put the enthusiasm, backed by conviction, into the installation of the system in his own plant which it deserves. It seems to mean to him an additional burden. He does not know that *it is calculated to relieve him of the greater part of his burden,* and the danger is that he will never discover it till he wearies of his half-finished task and allows it to go by the board. Knowing the conditions in the average country printing plant as I do from actual contact and wide experience, I am not very sanguine as to the future of the "self-starter" cost system. Yet, I have never discouraged *an honest and sincere attempt on the part of anyone to install his own system for the* successful achievement *is entirely within the bounds of possibility.*

The manager of a printing and publishing business who is handed a completely and successfully installed cost system by an expert, including the training of an inexpensive office employee in keeping the same, has something with which he is always immensely pleased, and once it is in operation, he cannot well let go of it. *The first thing which impresses him is the vast amount of drudgery of which it relieves him.*

In addition to editing the paper, managing the business and making up the paper, a soul-racking bit of work has been the task of pricing jobs. This has involved a good deal of head scratching and some honest investigation, such as asking questions of the boys in the back room, figuring the cost of stock and adding all the profit the traffic will bear. If the prices of all the jobs produced in the plant for a period is not sufficient to meet the pay roll, then the boss goes without his, and he tries to make it up on another big job, including a little depreciation on the plant.

Under the cost system installed, *he is surprised to find his $15 a week office girl pricing every job with an exactitude that rivals that of the grocer on his multifarious stock.* Investigation reveals that *the cost system has reduced the pricing of work to a simple science.* One cause of his gray hair and wrinkles has been removed. The cost system is automatic. Allowed to operate naturally, *it will protect any business from loss, in fair weather or foul.* The manager can go fishing or take a holiday with the assurance that if the cost system operates that it will protect his interests and that a complete and detailed record of everything which transpires in the operation of the plant awaits his inspection at all times. *The cost system never sleeps. It is* 100 *per cent efficient.* It exacts a strict accounting from everyone connected with the plant in any capacity, from the office boy to the boss. Each person who draws a salary check on Saturday night, must write into the record what he or she has done to earn it, and their time must have been sold to the patrons of the plant at what it cost, with such profit as the management deems is right to exact. The management has received 6 per cent interest on his investment and a reserve has been created for depreciation on the plant in addition to the profit. This is what *system* means to any business.

MEN who use system in their business soon find that *it is easier to borrow money at the bank. I have known the local banker to advance the money to pay for the installation of the cost system in the town's printing plant after he had listened to an explanation of the system and appraised its value to the printer.* I suspect there are many bankers who would find it profitable to finance these installations in their home town printing plants.

The cost system makes good selling talk. Once you have a cost finding system installed, tell the world about it. It establishes you in the confidence of men who buy printing. If there is anything calculated to make a customer timid it is a lack of assurance on the part of the printer that he knows what a job is worth. *The average buyer of printing would rather pay more and know that the price is right.* Business men quickly accord appreciation to the cost system. They will give their orders for printing to the plant that uses the system rather than to the plant which attempts the impossible, of correctly pricing its work without the system.

Have no hesitancy about showing the innermost details of your cost system to a trained business man. Show him the process by which the hour cost is determined. Let him study the tracer of the job which you have completed for him with the assurance that his next order for printing will come to you.

Estimating Mistakes

BEN FRANKLIN WITNESS, *Cincinnati*: "When you find you have made an error in an estimate or in a bill, what do you do? Just be sorry it happened and let it go at that? There is at least one master printer (in Washington) who goes a step farther. This member immediately writes a letter to the customer and here is a copy of a recent letter he has written:

> "'In checking over our completed work, we find that your order of May 5th., was charged at a price considerably below the market value. May I ask that you, therefore, kindly regard our bill of $14.50 as a special price?'

"Now, what effect does this have? First, it protects this printer against a repeat order at the erroneous price and, second, it protects his brother printer against a misconception on the part of the customer in the event the job was previously done by some other printer at a higher price. It also establishes in the mind of the customer a respect for this printer, for it shows that he lives up to his contracts, even though he suffers a loss by doing so."

Only the *Editor* Is at Fault If News Letters Are *N. G.*

This Sums Up the Experiences of Manager Who Has Studied Country Correspondents

By ALFONSO JOHNSON

INTRODUCTORY

ALFONSO JOHNSON, business editor of the Dallas (Tex.) *Morning News* and the Dallas *Journal*, was formerly manager of the Columbia (Mo.) *Missourian*, the daily product of the students of the famous Missouri School of Journalism. Mr. Johnson had just taken the gavel as president of the Northeast Missouri Press Association, when the call to Dallas came.

Upon tendering his resignation as president, he was asked to prepare something like a "30" paper for a meeting of the association presently to be held in Paris, Mo. He asked for a subject. This was suggested: *"Whatever subject you think is most important in building circulation of a small town newspaper."*

Mr. Johnson replied: "Then it will be my experience with neighborhood news correspondents while I was manager of the Columbia *Missourian*." This article is based on the paper which Mr. Johnson prepared to cover his assignment.

EDGAR WHITE, *Macon (Mo.) Chronicle-Herald*

THE rural correspondent can be a *liability* to the small town newspaper, or she can be an *asset; it depends on the editor who handles the correspondence.* I say *"she"* because a woman in the rural districts is a natural news gather. She is a liability if untrained to protect her paper, or if she does not have a friendly personal interest in it; a liability because the editor takes it for granted that she will protect the paper on a spot story, and he makes no effort to get it, and the competition scoops him.

The editor is generally correct in thinking he knows more about news than the correspondent does. But if he fails to cultivate his correspondents he should turn the correspondence over to a man who has the time and inclination to be a friendly human being.

The "hard-boiled editor" may have his place, but his type will never develop rural correspondents.

The correspondent should know personally the man who handles her work; she should feel free to call him any time of the day or night if she has a news tip or wants information. She should be familiar with the workings of the newspaper office; she should feel at home in the plant.

THE editor who complains of his rural correspondents and says that they send no worth-while news will generally meet the trouble face to face when he looks in the mirror.

He receives a letter from Miss Sara Brown, rural route 9, who wants to "write for the paper." He sends stamps, envelopes, paper and, perhaps a pamphlet of instructions. Miss Sara Brown has never written a news story; she knows nothing about style, and the instructions terrorize her. She is a plucky girl who wants to earn a little money, and perhaps wants to be a writer; she sends in a sheet of personals, some too fresh and some too stale.

The editor can throw the whole thing in the waste basket and *nip* the bud, or he can use three or four items and merely frost the bud. If he sees behind that sheet of items the personality and possibilities of the writer, he will use what he can and write at once a personal, friendly letter explaining how certain items can be enlarged, why other items are of no value, and give other suggestions.

Nothing can take the place of the personal touch and the small town editor can and should have a personal acquaintance with everyone on the payroll. Generally, the people we don't like are those we do not know.

Some persons because of age, location, personality or lack of education will never make good correspondents. This can be readily determined by asking the applicants a few questions. The editor who employs a deaf and dumb correspondent who cannot read nor write is himself a dumb-bell.

The editor should explain what he wants, how he wants it and when he wants it; he should explain how the news is handled when it comes to the office, so that the correspondent will not be offended if her items are omitted one day and trimmed down another. The new correspondent doesn't know anything save what the editor tells her.

MRS. E. T. LEWIS
Famous Rural Correspondent at Excello, Mo., for the Macon Republican, Since 1896. She Is Past 65, but Never Misses a Letter

I. JEFF BUSTER
Believed to Have Been the First "Country Correspondent" in the State of Missouri

MR. BUSTER, Caseyville (Mo.) correspondent of the Macon (Mo.) *Times*, sent his first rural news letter to Col. Clark Green, editor of the *Times*, in 1865. It was turned down. Mr. Buster replied by calling on the editor guaranteeing to swell the paper's circulation by thirty new subscribers, if Col. Green would consent to print the letter. For over 50 years thereafter Mr. Buster was rural correspondent for the *Times* and for papers in Linn county.

◆ ◆ ◆

ALL rural correspondence should be gone over carefully not merely to edit it but to find tips for human interest or other feature stories. I recall one instance where a correspondent of the Columbia *Missourian* sent in an item saying that two yoke of oxen had been sold at auction when an estate of an old man was being settled after his death. That was all. Back of that three-line item was a feature story that later ran more than a column with a half tone of the oxen at work. This old man had always used oxen to farm with and had clung to them when his neighbors bought tractors. The correspondent also sold a story on the same subject to a metropolitan paper.

One of the best rural correspondents I have ever known is kind enough to say that much of her success is due to the friendly interest I took in her work when she started. She was, and is, a hard-working farm woman with a good education. She welcomed and sought suggestions; she came to my office and spent hours in looking over the plant. I tried to make her feel that she was an essential part of the paper. For my patience and interest I was rewarded by an efficient and loyal correspondent.

(PLEASE TURN THE PAGE)

Editor is at Fault if News is N. G.

(Continued From Page 17)

Alfonso Johnson
Business Editor of the Dallas (Tex.) News and the Journal

◆ ◆ ◆

She dug up some stories of local interest that we never would have had without her.

The editor who "can't be bothered" with telephone inquiries from his rural correspondents will never be bothered with good correspondents.

The rural correspondent is the logical person to solicit subscriptions in her territory; she knows the people and she is entitled to the opportunity to earn the commission. This plan ties the correspondent closer to the paper. In some cases it is advisable to make the position of correspondent contingent on a minimum of subscribers; this is particularly advantageous in new territory.

One of my correspondents on the Missourian came to me for advice; she had read of the possibilities in scenario writing and she thought she had ability; I told her very frankly that while she was a good correspondent and could write good feature stories I did not think the course would do for her what it promised and she would be foolish to spend her money on it. I told her to go ahead and write and try to sell her scenarios, but not to take the course as I was doubtful about its value. She accepted my advice which shows that at least one correspondent believed in my judgment.

If you can sell yourself and your paper to every correspondent you have, you will have no trouble about rural news.

PIG-TAIL PARADISE—A. C. Fell, Manager of the New England Daily Newspaper Association—"If limiting output will help the workingman, China ought to be the working man's paradise."

Doesn't Pay the Advertisers Because the Ads Do Not Pay the *PUBLISHER*

Canadian Newspaper and Sales Student Proves Claim by Novel Examples

By W. J. Keyes
Secretary, Sales Manager's Association of Canada

STUDY your merchants, study advertising. *In doing this you will learn to sell your space at the price you should get, and also get results for the merchants.*

Being a printer and having sold type and machinery for many years I have been interested in the problem, *why has retail merchants' advertising, in innumerable instances, not paid either the merchant or the printer?* This question interested me as a salesman for a type foundry. I often had to sell men very poor presses. It was as if I had offered my father an old suit of clothes; but financial conditions seemed to demand it. When a publication reaches the stage of accepting donations, it has to accept a low rate and it has to fight for existence.

It took McCormick fourteen years to sell his first 100 binders. He had to take the machines to the farms and show them how. It took years for press builders to market cylinder presses successfully. In the beginning the gentlemen who operated hand presses hampered cylinder press work in every conceivable way because they feared it would wipe out their situation as pressmen, and *even today there are not enough good cylinder presses in use in country offices because builders are lax in educating the publishers of local papers in their use and advantages.*

Much the same course is necessary if advertising is to be made profitable to you as publishers and to your merchants as patrons of your columns. It is *not* enough to *sell the space* to the merchant.

At what price should advertising be sold to be profitable to the publisher?

I SUBMITTED a four-page six-column newspaper to four experts in cost finding. These men estimate hundreds of dollars worth of printing jobs every day, and their estimates varied no more than three or four dollars. The four amounts average $163 as the price for printing 500 copies. This did not include editing and mailing, and was based on one-bundle delivery at purchasers' door.

Total up the advertising revenue your paper brought last week. Compare it with the revenue you should have received if you had looked on your paper as a job going through your plant.

Did you ever figure *what is the cost to gather, write and edit an inch of reading matter for your paper?* Your time should be the most profitable item you have to market.

IT costs the Manitoba *Free Press*, 60 cents an inch for reading matter in its columns, not including any mechanical costs. Farm papers in Manitoba pay 25 to 45 cents an inch for reports and articles. The cost of editing, proofreading and pasting up dummies must be added to make the total editorial cost. These figures come from papers turning out from 80 to 200 pages a week, whose operating expense per page are lower than those of a 4 to 10-page paper.

Copy may be put into the paper for less money but the poor work will be reflected in lower value of the advertising columns. A paper must be acceptably edited to command interested patronage.

What does it cost to prepare copy for advertisements that will sell goods?

W. J. Keyes
Former Printing Machinery Salesman Digs Deep Into His Experiences in This Remarkable Article

ESTIMATED

RECEIPTS AND DISBURSEMENTS OF A FOUR-PAGE FIVE-COLUMN NEWSPAPER SET IN EIGHT POINT TYPE, 500 COPIES

18-inch column, 3120 ems to column news, at $4.70 a column. Ads $3.50 column. Based on half ad matter standing, 20c. an inch allowed for two-thirds of copy only.

Column News	Cost of Copy	Cost of News Composition	Total Cost of News Matter	Columns of Ads	Cost of Ad Composition	Total Cost News & Ads	Presswork, Mailing, Paper	Total Costs	Ad Rate Inch	Revenue From Ads	Subscription Rate	Revenue From Subscriptions	Total Revenue	Profits
3	7.20	14.10	21.30	17	59.60	80.80	16.70	97.50	.30	91.80	1.00	9.60	101.40	3.90
4	9.60	18.80	28.40	16	56.00	84.40	16.70	101.10	.35	100.80	1.00	8.60	110.40	9.30
5	12.00	23.50	35.50	15	52.00	88.00	16.70	104.70	.40	108.00	1.50	14.45	122.45	17.75
6	14.40	28.20	42.60	14	49.00	91.60	16.70	108.30	.45	113.40	1.50	14.45	127.85	19.55
7	16.80	32.90	49.70	13	45.50	95.20	16.70	111.90	.50	117.00	2.00	19.20	136.20	25.30
8	19.20	37.60	56.80	12	42.00	98.80	16.70	115.50	.60	123.60	2.00	19.20	148.80	33.30
9	21.60	42.30	63.90	11	38.50	102.40	16.70	119.10	.70	138.60	2.00	19.20	157.80	38.10
10	24.00	47.00	71.00	10	35.00	106.00	16.70	122.70	.80	144.00	2.50	24.10	168.10	45.40
11	26.40	51.70	78.10	9	31.50	109.60	16.70	126.30	.90	145.80	2.50	24.10	171.50	45.60

WHEN TEN POINT TYPE IS USED, 2000 EMS TO COLUMN

Charges: Copy, 12c. per inch, reading matter composition $3.80 column, ad. $2.50

3	6.48	9.90	16.38	17	42.50	58.80	16.70	75.50	.22	67.32	1.00	9.60	77.32	1.32
4	8.64	13.20	21.84	16	40.00	61.84	16.70	78.54	.26	75.08	1.00	9.60	84.68	6.14
5	10.80	16.50	27.30	15	37.50	64.80	16.70	81.50	.30	81.00	1.00	9.60	90.60	9.10
6	12.96	19.80	32.76	14	35.00	67.76	16.70	84.46	.35	87.20	1.00	9.60	96.80	12.34
7	15.12	23.10	38.22	13	32.50	70.72	16.70	87.42	.38	87.72	1.50	14.45	102.17	14.75
8	17.28	26.40	43.68	12	30.00	73.68	16.70	90.38	.41	95.94	1.50	14.45	110.39	20.01
9	19.44	29.70	49.14	11	27.50	76.64	16.70	93.34	.46	99.36	2.00	19.20	118.56	25.22
10	21.60	33.00	54.60	10	25.00	76.60	16.70	93.34	.56	100.80	2.00	19.20	120.00	26.60
11	23.76	36.30	60.06	9	22.50	82|56	16.70	99.26	.66	116.92	2.00	19.20	136.12	36.86

"CHECKING-UP CHART" BY MR. KEYES

MANY large department stores were asked the question. Mr. Hotchkin, advertising manager of Abram & Strauss, Brooklyn, N. Y., replied 65 to 70 cents an inch. A Winnipeg firm, around Christmas, with extra help, showed about $1.25 an inch to write and edit. This firm, T. Eaton Co., handles work economically and with fine organization.

How can you prepare good news copy and help merchants prepare advertising copy that sells goods when you sell your space for 12 to 30 cents an inch?

SOME years ago a country merchant wrote me to publish for him a 4-page, 6-column store paper twice a month, as the local paper didn't reach more than half the people and didn't amount to anything, *any* way. I told him if he got his advertising space at less than 70 cents an inch it would not pay him to get out a paper, but that his best plan was to encourage the publisher to increase circulation, and offer him an additional cent per inch. I do not know if he did this, but he is still advertising in the newspaper, and recently wrote me the merchants there were taking 6 pages to advertise a community sale.

I WANT to tell you of an experiment we recently induced the Sales Managers' Association in Winnipeg to undertake. I have the honor of being the secretary. The members are the men who direct the salesmen for some seventy-five wholesale and manufacturing concerns and they are interested in seeing the smaller cities and towns become better trading centers. They first found out very definitely how many people could be expected to trade in the town in which they carried out the experiment, in Manitoba. This map was plotted and on each quarter section of land the name of the owner was written. Armed with this map a committee from the association went to the town, called on the publisher. They called a meeting to form a business men's club and put on a community sale.

The merchants were none too kindly disposed towards either the newspaper or its publisher. They declared the paper had no circulation and that it was poorly printed. It was also true that the total sum spent by those merchants for space in the paper did not exceed $36 a week.

The Sales Managers then pointed to this map and said: There are some 1400 farmers in your trading area; you will see just where each one lives if you look at this map. We will get out two issues of the paper for you; we will send it to every home on that map; we will help you prepare your advertising, and we will draw up a plan for the community sale, but instead of paying twenty cents an inch for space you will have to pay 84 cents an inch for your ads in these two issues. The merchants bought $280 worth of space in each. Their sale was a success despite poor crops and weather.

Did the publisher continue the 84c rate? No he did not, because he did not attempt to follow up with a better paper. The paper has since changed hands and is now doing better.

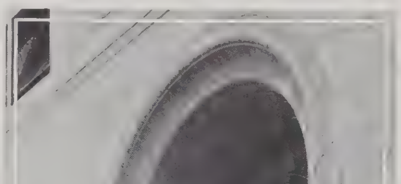
We had to sell the Sales Managers the idea that it was necessary for the merchants to pay more for their advertising before they could get advertising that would sell goods.

PUBLISHERS of local newspapers must learn how to prepare advertising and how to sell it. The merchant is a buyer. He buys goods and the one thing he tries to make sure of is that he buys them at the lowest price possible. He has been trained to do that and he applies his training to the purchase of newspaper space. Keep that very important fact in mind. Notwithstanding every merchant will buy your space and will pay your price if you show him that it must be paid if he is to secure service. *If he refuses to pay the price it is evident that you have not given the problem the necessary thought to enable you to sell him.*

NO PASS RULE—The Toledo (O.) *Blade* has notified all employes that no free tickets of any kind are to be accepted.

◆ ◆ ◆

NEWSPAPER'S FRONT DOOR WELCOMES



THE new $2,000,000 home of the Milwaukee (Wis.) Journal has an arched main doorway, two stories high, and six other arches on the two street-sides of the building, containing 165,000 feet of floor space. All the four stories and sub-floors are devoted to the uses of the Journal, one of the outstanding newspaper successes of America, and literally started with nothing more than a live ideal by L. W. Nieman, 43 years ago. Mr. Nieman's new private office is sumptuous, but he sits in the same old office chair he has always used.

SOMETHING NEW IN PROOFREADERS' EQUIPMENT

A MOST interesting and efficient all-metal and glass proof-readers' equipment is a feature of the new plant of the Milwaukee (Wis.) Journal, built by the Hamilton Manufacturing Co., Two Rivers, Wis., and conforming to many special requirements set down by the Journal's engineering and mechanical department, John Keating, superintendent. The table measures only 12x4 1/3 feet, but accommodates twelve readers, located in the center of the big composing room. At the top are pigeonholes for time-copy. The glass chutes seen under them are so arranged that all read copy can be checked by the end-men and either sent along to the correction bank or returned to the respective proof-readers for further work.

How to Test Candidates for Proof Readers' Positions

Crosland Investigations Reported in "NPJ" Backed by Scientific Examination Plan

By LEONARD LERWILL

DR. H. R. CROSLAND, professor of psychology of the University of Oregon, put in more than two years' study of the causes of errors in proofreading. The story was told in September *"NPJ."* Prof. Crosland announced that his investigations had led him to the conclusion that a proofreader can be tested for his ability to become expert in that line of work. *"NPJ"* asked for complete information on this point, believing it to be of great importance. *Dr. Crosland has now prepared a practical examination for the prospective proofreader which could be given in any printing office.*

The first thing which Dr. Crosland's examination calls for is a *test of vision.* This is divided into four parts, first the Snellon test for nearsightedness; second, the Verhoeff astigmatic test; third, a test to determine how the two eyes function together; and fourth, the so-called homonymous-heteronymous images test.

If the candidate demonstrates that he has normal vision or it is found that his defects can be corrected by the use of glasses, he should be given a test of his knowledge on various general subjects, particularly such subjects as would likely be treated in the proofs which he would handle. Dr. Crosland's investigations have shown that the proofreader has a higher percentage of accuracy where he is familiar with the technical terms and the subject matter appearing in the proof.

IF the subject is successful in passing the general information test he should then be treated for his *ability to read proof.* In the tests which Dr. Crosland gave to gather the data in his tables there were 20 proof sheets divided into four series of five sheets each. The first series was read solely for the purpose of obtaining accuracy, the second with the idea of finishing as soon as possible without regard to accuracy, except that the subject was to mark all errors seen and that he was to read all the proof. The third series was read with the idea of thoroughly understanding the subject matter, while in the fourth each sheet was to be read in five minutes. If the subject finished any sheet of the fourth series before the five minutes were up he was to reread some of the matter until the five minutes had passed. Such a set of proof sheets could easily be devised in any composing room and Dr. Crosland thinks that any test based on the principles of the one he used would give satisfactory results.

In order to give the test it is necessary to have a stop watch in hand to keep the time of those taking it. Proof sheets should be of non-technical matter. Something of a narrative or expository nature is probably the best to use. The ones used by Dr. Crosland were 17 inches long and 13 pica ems wide and were set in 9 point DeVinne body type. Any sized sheet desired could be used as well as any size or kind of type, but an effort should be made to stimulate the actual working conditions which the reader will be subjected to. It is advisable to have standard sheets with the errors already marked by which to grade the results of the reading.

In giving the test for nearsightedness in which the Snellon chart is used all that need be done is follow the directions on the chart.

The Verhoeff astigmatic test is given with a Verhoeff chart, which is merely a circle with lines running from the center to the circumference which is viewed by each eye separately. If portions of this circle stand out more vividly than other portions it is an indication of defective eyesight and should be corrected by glasses. Another part of this vision test is made with a sterescope to find out whether the two eyes function together and to see if the two characters combine so that only one is seen.

Taking Proof Reading Out of the "Luck" Class of Work

These Tests for Proofreaders Can Be Given in Any Printing Shop or Association Office

PROF. CROSLAND APPLYING HIS TEST SET-UP

THE fourth test which Dr. Crosland recommends for the prospective proofreader is to determine whether or not the subject can maintain the binocular focus and keep his eyes on an object so as to see it singly. Another purpose of the test is to find out if one eye is stronger than the other. To take this test the subject holds an object such as a pencil about two feet in front of his face. He then places one finger pointing upward between the pencil and his face and concentrates his vision on the finger, using both eyes. Ordinarily the finger should be about half of the distance from the eye to the object. When the vision is sufficiently concentrated on the finger the pencil on the other side will appear as two pencils. If one of these images of the pencil is more vivid than the other it will be an indication that one eye is stronger than the other. In this position the eye which is the stronger will be on the same side as the stronger image.

THE information test might be varied over many subjects and consist of a large number of questions, or it might be more restricted, according to the needs of the employer. If the reader is to handle proof sheets of technical matter it is highly desirable that he should have an understanding of the material treated. If it is found that the reader has a sufficiently high standing in the test to make it advisable to train him for proofreading, *the training should consist of print shop practice and not of mere practice in reading proof.* He should be taken into the composing room and given actual experience in typesetting and handling type so as to find out how mistakes occur and what mistakes are likely to occur in machine or hand composition. He should become familiar with the terms of the shop and should be instructed regarding the kinds of errors that are most likely to occur.

In the reading test the subject should be scored on six points. The first of these is the total number of errors corrected in relation to the number of errors in the sheets, the second is the number of errors caught in each of the four vertical quarters of the galley in comparison with the number of errors in each of the quarters, and third the number of mistakes appearing in each of the quarters of the galley from top to bottom, the fourth test should be made on the kinds of errors missed most readily by the reader, the fifth on whether he gets the greatest number of errors when reading for meaning, for speed, or for accuracy, and the sixth should determine whether or not his accuracy improves sufficiently with rereading to warrant the extra time taken in reading the proof the second time. *The checking of each of these points will make it possible to tell exactly where the proofreader is weak.*

Especially important is the fourth in which he is tested for the kinds of errors which most readily escape his notice. It may be that for the purposes of his employer a tendency to overlook omitted letters would not be of very great importance while a tendency to overlook "out see copy" errors would entirely disqualify him for the place.

IN Dr. Crosland's tests each sheet of the first three series contained approximately 100 errors distributed as follows: 10 omitted letters, 10 superfluous letters, 10 transposed letters, 10 misspelled words other than the ones mentioned above, 10 omitted word spaces, 10 superfluous spaces between letters, 5 omitted paragraph indentations, 5 superfluous leads placed in solid matter, 5 superfluous capital letters, 5 omitted capital letters and 5 either superfluous or omitted apostrophies or quotation marks, 5 "out see copy" errors, and 5 omitted periods.

These errors were distributed equally among the four vertical quarters and also among the four horizontal quarters. In the fourth series the sheets contained a varying number of errors the object being to determine what effect the reading of clean and dirty proof would have on the reader, as well as to see if the clean sheets were read with a greater degree of accuracy than the dirty ones. The errors were distributed among the five sheets of the fourth series in the following manner, first sheet 14, second 28, third 70, fourth 42, and fifth 56. The various kinds of errors were represented in the fourth series in the same proportion that they appeared in the first three.

By comparing the results of such a test with the tables of averages which Dr. Crosland has worked out as a result of his experiments covering a wide variety of persons it should be possible to easily predict the success of an individual starting out as a proofreader, Dr. Crosland thinks. In order to qualify for a position a man should be able to make a score sufficiently high to place him among the upper third as they are rated in the tables based on the results of Dr. Crosland's experiments. These tables which he has compiled are thought to be the only ones of their kind in existence. They will be published some time during the summer or early fall by the University of Oregon Press under the title, "An Investigation of Proofreader's Illusions." Copies may be had by writing to the University Press when the work is finished.

In addition to the tables of averages for various readers this pamphlet will contain a summary of the literature of the subject and a list over 100 references bearing on the question.

Mr. Stork Brought a Real "PJ" Idea With Little Danny

Pennsylvania Publisher Passes It Along as an Experience Contribution to "NPJ" Family

By "DADDY" DAN T. BALMER

FROM time to time I get many helpful ideas from the experiences of printers and publishers with which "*NPJ*" is filled every month. A desire to reciprocate, and the success of the plan—but not wishing to appear as "showing off for company"—prompts me to accede to your request to tell the details of our method of handling news of births in our community.

Like many others, before our little son came to stay with us, I used to consider among the "nuts" of the world the man who made a fuss over the arrival of a new son or daughter. I suppose I became a "worse" proud *papa* than any of them.

From that feeling of joy and gratitude, I came to think that our newspaper ought to get promptly *all the births* in the community, and that this would be even more news than the obituaries which appear to be so very necessary, in considerable detail, in every community newspaper. We have continuously used a form of obituary blank to get this information in a systematic way. It led the way to a "born" blank.

This consists of a prepaid government postal card, addressed to our paper, with the following form:

A son/daughter was born to
Mr. and Mrs. ....
Of ....
On ....
Name ....
....
M. D.

If there is any question that new parents might not like to send this news on a "wide-open" post card, ask any proud papa or mama. We put some cards into the hands of all doctors and at the hospital, and they have not failed us.

IN addition to the usual form of running births in the community paper, we have many special features which have created a great deal of interest and friendship for the Brookville *American*, from the notices. The opportunities for this are very many.

For instance, through the cards I learned one day that there were three babies born the same morning in a locality near us, Swamp Run. Another card the same day told of a daughter born at noon in the home of a young clothing store clerk. So the *American* broke forth in "rhyme," in a first-page box:

THE SWAMP RUN STORK

The stork residing in this section
Must have had a predilection,
When on Saturday with much zest
Off he flew from the Swamp Run nest
Stopped at six with Howard Darr
Leaving them a girl, by gar,
At 9:30 to Roy Chitester
On he flew to Dannie Rhodes—
Left one at ten afraid o' toads;
Having then a sudden call
In posthaste he hit the ball
To Brookville Hospital just at noon—
Stew Chesnutt's second daughter soon.
Maybe many now will wish
To drive out Swamp Run to fish.

Since you asked for a photo of the "inspiration" for our birth notice plan, I am sending it as Dan, Jr., and I always play together, and so ought to travel together. What I said of him, when he came, in our columns, is also attached to this.

SOME one once told me that Barnum took peanuts—a very humble, unrecognized and sometimes despised crop—and in his circus put them into bags and added the famous Barnum salesmanship, and made "an industry." I also know that Barnum never said that stuff about fooling the public, although his press agent might have done so. The point is, we printer-journalists can get a lot of inspiration, and most attractive news and features from the very events in our communities which have become "ordinary" through repetition—and *neglect*. The "nose for news" may, if not watched, become dulled to even the finest perfumes of events, just as the sense of smelling sometimes becomes dulled—the nose that constantly lives in the perfume plant, first.

DAN T. BALMER, SR.
Editor-Manager, Brookville (Pa.) Weekly American

DAN T. BALMER, JR.
The Inspiration for a Community Weekly's "Birth News Stunt," Which Sells Subscriptions, Ads and Job Work

The Brookville American

The following appeared in the Brookville (Pa.) *American* when Junior arrived and the novel Newspaper Promotional Idea was born, at the same time:

OH, BOY; AIN'T IT GRAND

Little June Bug Arrives on Jeff Kuntz's Hill at an Early Hour

IF WE were telling a preacher about it we might say: "Good morning, Reverend—why am I smiling? Isaiah 9:6."

Or if you would ask us why the enlightened countenance we might tell you to ask Walter Sandt, John Frazier, Fred Wilson, Charley Fuller, Marlin Reed or some of the other boys who have recently had the same reason for feeling pretty kipper.

And it was just the kind we wanted. Take Walter Sandt, for instance, he has four of the same kind, and Marlin Reed has four of the same kind, too, but we were lucky. We got the kind we wanted the first time.

Of course it is not the most handsome thing possible to imagine but it shows possibilities. Really we are inclined to think that it is brighter than most of its age. One look from those little blue eyes says a lot to us.

It is an early bird. It came to town on Jeff Kuntz's hill very early in the morning and the first day of the month. How's that for a record?

Some of these nights, maybe not for a week or so, we'll have to take it to Jim Brown's movies, and give it lessons in how to behave in public. We will tell it not to read the sub-titles aloud and not to tell how the picture turns out if it has seen it before. And above all, we will instruct it not to stand up in those folding seats for it might fall down and get pinched.

Then we'll teach it the value of money, that five pennies make a nickel, and there are five nickels in a quarter. Ours shall not be spoiled, as so many children of other folks have been.

Yes, men friends, if someone will cash a check for us we will pass around some cigars. I owe Beany Edwards and Chet Markel one to begin with and—

"Oh, boy (it's a boy) ain't it a grand and glorious feeling?"

The birth-notice plan has reflected good things in circulation, advertising and job printing departments.

Chicago Daily News Accounts Methods Aid in Success

Machine Bookkeeping System Described in Detail by Business Office Chief

By WALTER H. SOEST

THE success of a newspaper depends entirely upon public opinion. The publishers of successful newspapers render as much service as possible to the public, the advertiser, and the advertising agent. This is one reason why the Chicago Daily News Company uses sixteen bookkeeping machines on its classified and display advertising, ledger accounts and statements, its circulation records and statements, and its pay-roll and salary checks. The Elliott-Fisher equipment is used.

Our records are always up to date and accurate. Bills are rendered with all the desired information, and rendered promptly. The method we use gives us perfect control over every phase of the work.

Classified Advertising Orders

WHEN orders for classified advertisements are received, they are written in duplicate by an order clerk. Both copies are held until the day of insertion, when the original is sent to the composing-room. After the ad has been proofread and inserted, the order is returned to the business office and checked against the ad in the newspaper. Four clerks check classified ads. The ad checkers make the necessary memorandum on their checking copy of the newspaper as to the "killing" or continuance of ads; then they are filed with service department until expiration.

All advertising is sold by the agate line. As the clerks measure the ads and check them against the orders, they write the date of final insertion on the ad. This marked copy of the paper becomes a guide to the foreman of the composing-room and the makeup men.

Every morning at 11 o'clock orders for all ads which expired on the previous day are extended as to rate, number of times the ad appeared, and so forth. The orders are then sorted by ledger divisions and telephone numbers and given to the control clerk, who lists the amounts on a control sheet, subdivided according to ledgers. The orders are now ready for the bookkeeping machine operators.

Billing and Posting

AS the advertiser's bill is written, the ledger and proof sheet are posted—all at one operation on the Elliott-Fisher Bookkeeping machines.

When a batch of orders is posted and billed, the totals of "charges," "old balances," and "new balances," having automatically accumulated in separate adding registers on the machine, they are written at the bottom of the last proof sheet and the proof sheets given to a control clerk. This clerk checks the total charges as shown on the proof sheet with the control figure for that division of the ledger and O. K.'s the proof sheet if the amounts agree. If the amounts differ, the proof sheets are returned to the machine operator, who find her mistake by merely checking her orders against the proof sheet, and corrects it. Mistakes are infrequent, but when the operators do make them, the proof sheet containing the mistake is marked so that it can easily be spotted for future reference.

Proof that the "old balances" are "picked up" correctly by the operator is obtained with a fifth adding register. The value of this feature will be apparent at a machine demonstration. It certainly saves a great deal of time in trial balancing at the end of the month.

Orders for Display Advertising

DISPLAY ad orders, received direct from advertisers, are routed and billed practically the same as orders for classified ads. They do, however, usually contain more information about copy, proof, cuts, etc. The copy and cuts, if any, accompany the order to the composing-room.

Rebates and Additions

ADVERTISING rates per agate line are based on the number of lines used within stated periods. If an advertiser contracts for 5,000 lines a month and uses 10,000 lines, he is entitled to a cheaper rate per agate line than he contracted for. If he uses fewer lines than he contracted to use, the rate per line is greater.

Girls keep account of the number of lines as they are used by each advertiser and as soon as it becomes apparent that the number of lines contracted for will not be used unless larger ads are inserted for the balance of the contract period, or vice versa, notice is sent to the advertiser or his agent by our advertising manager.

Debit and credit memorandums (journal slips) are written in cases of rebates and added charges for the convenience of the operators. They are recapped each day.

Advertising Agents' Accounts

FOR ads placed with us through advertising agents, we keep separate ledgers, arranged alphabetically. Back

SECTION OF ACCOUNTING DEPT., CHICAGO DAILY NEWS

FROM A STORAGE BATTERY MANUFACTURERS' HOUSE ORGAN

THIS DEALER KNOWS HOW TO GET PUBLICITY

THE value of newspaper publicity is well appreciated in — — — —, Miss. The — — — service station there had a hard time for a year or so in living down a bad name and in reviving lost business. At the present time, this station is well on its way to success by dint of unremitting work.

Recently the — — — Battery Company invited a reporter of the — — — *Evening Post* to come in and get his battery taken care of. When they got him there they sold him on the growth of their organization and the excellence of the job they were doing for car owners and radio fans of — — —. The reporter went back and wrote a long story which occupied considerable space on the front page of the local paper.

A part is reprinted here.

(*Deleted*)

In the Chicago Daily News Advertising Office

of each agent's ledger sheet are separate sheets for each client of that agent who advertises in the Chicago *Daily News.* We send the agent a memorandum bill for each ad as it appears in the paper. The memorandum is written on a bookkeeping machine at the same time the ledger sheet for that particular advertiser is posted. Of course, a proof sheet of all such postings for the day is also written at the same operation.

At the end of the month, or whenever requested, a statement is rendered the advertising agent. This statement shows the monthly totals covering insertions for each of the agent's clients with the itemized memorandum bills attached.

Simultaneously with the writing of the agent's statement, his ledger account is posted and a proof sheet written. As soon as the agent's ledger account is debited, the various advertisers' ledger accounts are credited with the transfer of the amount. Thus, the same amounts that are accumulated in the debit register of the bookkeeping machine are also accumulated in the credit register. These parallel totals furnish a double check on the accuracy of the transfers and the postings to the agents' accounts.

◆ ◆ ◆

Transient Accounts

OUR transient classified accounts correspond to what are known as inactive accounts. For these we use small bills and ledger cards. As soon as one of these accounts is billed, it is placed in proper (telephone) numerical order, awaiting a possible addition before the end of the month when these bills are mailed.

After the monthly trial balance of the transient accounts is taken, the cards are filed in a "past due transient" file until paid. As remittances are received and posted, the cards are put in a transfer file for future reference and entries.

Balances

EVERY ledger account is balanced automatically by the machine at the time the posting is made, but none of our bills or statements have balance columns.

After all charges for the month have been posted, the operators check their ledgers for past-due items. These are entered on the bills in statement form—not itemized. Remittances must cover charges in full or they are returned. It is therefore easy to pick out past due items. The bill is then totalled. This total must agree with the last amount in the "new balance" column of the ledger account. This machine-computed balance is a check against errors in entering past-due amounts on the bill. The balance due is written on the bill with the same Elliott-Fisher.

20 Cents an Inch, 2 Meals a Day

"CAN advertising be run profitably in a country weekly at 20 cents an inch?" was a question recently asked of Omar D. Gray of the Sturgeon (Mo.) *Leader.*

"It can," Mr. Gray said—"IF the editor has only about 300 subscribers, does his own work, eats but two meals a day and goes without the things all self-respecting men feel to be necessities in these days."

Mr. Gray proposed a scale of advertising rates with the eight-point line as the base. A paper with 500 circulation or less, he declared, should charge 3 cents a line or 24 cents an inch, figuring eight lines to the inch, eight-point on a nine-point slug. For 1,000 circulation he should charge 4 cents a line or 32 cents an inch; 1,500, 4½ cents a line or 36 cents an inch; 2,000, 5 cents a line or 40 cents an inch; 2,500, 6 cents a line or 48 cents an inch, and 3,000, 6½ cents a line or 52 cents an inch.

Trial balances are usually obtained without the necessity of rechecking. Spot balances are the rule. We post every charge for the month, including those of the 31st, and have our bills in the mail on the 3rd.

Credit Postings

REMITTANCES come from the cashier to the control clerk four times each day in the form of envelopes, letters, returned bills, and regular remittance blanks. The memos are sorted according to ledgers and sub-totals by mails and ledger divisions obtained. These predetermined totals are entered on a control sheet. If the grand total agrees with the cashier's figures, the credit memos are distributed among the operators and posted.

Arrangement of Ledgers and Volume of Work

OUR advertising ledgers are divided as follows:

ADVERTISING AGENCY
DISPLAY ADVERTISING
- *Amusement*
- *School and Resort*
- *Motion Picture*
- *Religious*

CLASSIFIED ADVERTISING
- *Telephone Agent*
- *Regular Classified*
- *Undertaker*
- *Transient Classified*

There are from one to six binders for one ledger division.

Statements for amusement and motion picture advertising are rendered weekly. Others are rendered monthly.

Twelve operators with twelve machines post about 34,000 classified charges, 4,300 display charges, 18,000 cash entries, and 850 journal entries a month.

We render about 23,000 statements, both classified and display monthly.

Managing the Operators

MUCH of each operator's time is devoted to work other than posting. Each operator handles all the detail in connection with her division of the ledger. She is held responsible for her section, as to accuracy, neatness, and promptness.

Promotions are made on merit. The work on the heaviest ledgers carries with it the highest salaries. It is the ambition of almost every clerk in the office to become a bookkeeping machine operator.

The girls like to operate the machines, and, by giving our clerks an opportunity to practice on the machines at odd moments, we always have a reserve force of operators available. At the present time we have four clerks capable of taking charge of a ledger division.

We find that small girls, as a rule, become faster and more proficient as operators than big girls. Our best operator weighs about 112 pounds. Several of the others who are competing for honors tip the scales at from 95 to 110 pounds.

The Pay-Roll

THE weekly pay-roll is written from the pay-roll sheets of the previous week, and from advices of changes in position or salary furnished by the different department heads from day to day. As these changes are received they are entered on a form. This is really the pay-roll summary and control sheet.

As the pay-roll sheets are written, the paycheck and employees' record sheet are also written on an Elliott-Fisher. The employees' record sheets are arranged numerically in post binders.

The pay-roll machine automatically adds all extras to the regular salary, subtracts any amounts to be deducted, and computes the net amount of salary as the check, record sheet, and pay-roll are written. Separate adding registers over the different columns furnish totals for proving and statistical purposes. The figures in the "total amount" register must agree with the grand total at the bottom of the "total" column on the summary or control sheet. We discovered that this summary sheet can be written and balanced on the machine.

Circulation Accounts

OUR thousands of accounts with newsdealers are handled on two Elliott-Fishers with good results. The newsdealer's monthly statement, ledger sheet, and a proof sheet are posted and balanced simultaneously the same as our advertising accounts.

Routine of Circulation Orders

A NEW charge ticket is filled out every time a newsdealer orders a quantity of papers which differs from the order previously sent in. The charge ticket is sent to the galley department, which supplies the circulation clerks daily with sets of printed orders. From the charge ticket the type on the galley is corrected and proofread. The ticket is then returned to the bookkeeping department, where it is held in an alphabetical file until the end of the month. At that time all the tickets affecting the month's circulation accounts are taken from the file and a total for each of the two ledgers is obtained. These totals are posted to a control book and must agree with the totals in the debit register of the bookkeeping machines upon the completion of the posting.

The charge tickets are stuffed in front of the statements and ledger account to which they are to be posted, so that the speed of the machine operators is increased. After being posted the tickets are filed alphabetically for reference. Separate proof sheets are used for cash credits, journal debits, and journal credits. The results of this method are also very satisfactory.

SALES-TAG JOB WORK OFFERS HOLIDAY BUSINESS

THIS Class of Work Is "Good" All the Year Round for Printers Who See the Possibilities in Stores and Shops, Present Constructive Ideas and Sell Them. "When People Start Reading Sales Tags," says a recent article in Sales Management Magazine, the Tag Becomes the Determining Factor in the Sale. In Drug Stores, and Other Retail Shops, Tags and Labels Sell Much of the Merchandise." (Cut by Courtesy SALES MANAGEMENT)

Big Newspaper Turns From 12½ Ems to 12 in 2 Hours

Differences in Reading and Ads Negligible; How Change Was Planned and Made

ECONOMY, to which attention is constantly directed by the press of conditions in publishing and printing production, has made the 12-em newspaper column popular—and a subject of question. Papers who used 13 and 12½ em or wider columns have gone to 12. Brent Williams of the St. Louis (Mo.) *Post-Dispatch,* a paper of great circulation, discussed the problem thoroughly before the Association of Newspaper Advertising Executives. The talk raises the question if it would be wise to make 12-em columns standard. Will this lead to 9-column newspapers?

Mr. Williams said: "Theoretically, taking a nonpareil from each 12½-em column is a reduction of 4%, but when we take into consideration the fixed width of the seven column rules which divide the eight columns, the right and left margins, and the little burrs on the ends of slugs, the saving is reduced to approximately 3.4%.

"The *Post-Dispatch* formerly used 72½-inch, 54¾-inch and 36¼-inch rolls. We now use 70, 52½-inch and 35-inch, so you see the theoretical 4% reduction in reality averages a trifle less than 3½%.

AMONG other experiments made in considering the change, was the resetting of a page composed almost entirely of solid reading matter as it actually appeared in 12½-ems in a previous issue of the *Post-Dispatch* in the same type in 12-em measure. We use a seven point face on an eight point body. This experiment proved that there is only a negligible reduction in the amount of reading matter. Actually

Get Together on Graphic Arts Expositions

Co-Operation of All Factors Promised Through New Council

A PLAN for solving the sometimes very difficult problems heretofore involved in the graphic arts exposition method of educational enterprise in the printing, publishing and allied industries—a plan which is bound, in some form or other, to make such expositions more complete, progressive, fruitful and satisfactory to **all** concerned—is now in work. It is modeled along the lines and the scope predicated in "NPJ" last September, following the Milwaukee show.

It means, as was then said to be the need, fewer and better shows with the interests of **all concerned** taken into proper account **before starting such ventures.** It means greater co-ordination in the industry for its advancement, and vaster benefits to the users and buyers of printing and related products.

The mere suggestion of a perhaps tentative program does not imply a solution of a problem; but in this instance there are men and ideals at work which make the following action significant of successful fruition:

R. *W. NELSON,* President of the American Type Founders Co., Jersey City, N. J., has been chosen as chairman of the Graphic Arts Exposition Conference Board, a body whose purpose and responsibility are described by its title.

Tentative plans were made for such a board, or council, during the U. T. A. convention in Chicago, by representatives of the Typothetae, Craftsmen, printing machinery manufacturers' group, Supply Salesmen's Guild, paper manufacturers and merchants, bookbinders, lithographers, photo engravers, electrotypers, direct mail matter producers, ink manufacturers, trade composition houses, stationers, envelope makers, and other interests. C. C. Walden, Jr., of Walden, Sons & Mott, is secretary.

Graphic arts expositions once in five years, and with preparatory united co-operation of all interests, was a plan proposed at the informal gathering. Some expressed favor for two-weeks shows, and for inviting all the printing and allied organizations to hold their conventions during the same period. New York City was desired by many for the 1927 exposition.

Those present were: Mr. Nelson and Mr. Walden, and W. H. Renkel, president International Association of Printing House Craftsmen, The Sterling Press, New York City; George K. Hebb, president United Typothetae of America, Evans-Winters-Hebb, Inc., Detroit, Mich.; A. V. FitzGerald, Meyer-Rotier Printing Co., Milwaukee, Wis.; Harvey Weber, past president International Association of Printing House Craftsmen, 498 Best street, Buffalo, N. Y.; Charles E. Dresser, past president International Printers Supply Salesmen's Guild, Cline Electric Mfg. Co., New York City; H. A. Porter, vice president International Printers Supply Salesmen's Guild, Harris Automatic Press Co., Cleveland, O.; George R. Tolen, president Western Paper Merchants Association, Midland Paper Co., Chicago, and, O. H. Kepley, general sales manager, H. B. Rouse & Co., Chicago.

IT appeared to be evident at the conference that the International Craftsmen, devoted specifically to educational work, were considered as being particularly in line to be "helmsmen" of the graphic arts expositions, co-operating with an "all-industry crew" on the good ship "Education" under the flag "Share Your Knowledge."—J. L. M.

Changing From 12½ to 12-Em Columns On Big Daily in Only Two Hours' Time

How the St. Louis (Mo.) Post-Dispatch Accomplished the Task; Readers and Advertisers Are Satisfied That It's no Loss

(CONTINUED FROM PAGE 25)

only eight lines were left over when the page was reset in the narrower measure. Utilizing the white space on short lines at the ends of the paragraphs accounted for this. *This experiment proved that the 12-em column will accommodate virtually the same quantity of reading matter, so a change deprives the reader of nothing.*

"The difference of a nonpareil per column in the width of display advertisements will not restrict either text or display of the average advertisement. Thus *the change will not deprive the advertiser or the reader of any essential.*

"Having established these two facts, department heads were consulted, the date fixed and plans made for the change. Notices were sent to advertisers; rate cards and contract forms were revised. This was virtually the extent of our notice to the public.

"The composing room, with eight weeks to prepare for the change, reset in spare time all advertisements standing on advance schedules. As new schedules came in, 12½-em measure was used for all copy to be inserted before the change and 12-em for that to appear after the change. Repeat ads, when the dates required both measures, were set twice—once for each measure.

"We found most of the electros and mats from agencies were already on the 12-em basis, but when they were not, close trimming of the shoulders usually took care of the difference. In other cases, where it could be done without loss of detail, the dry-mat method of shrinking was used while in a few instances we made new plates in our own engraving department.

"The Linotypes and Intertypes, all being equipped with universal molds, required only new liners, costing about $1 each, to adapt the machines to the 12-em measure. We have lead, slug and rule casters in our Monotype department. All left-over material of this character was cut down on our Miller saws.

"Steel fillers in the chases to compensate for the narrower measure were made, and the chases bored for screws. New trimmers were prepared for the cores of the Autoplate casting boxes, ready to install. These, with the lowering of the saws, made us ready to cast plates on the 12-em basis on a few minute's notice.

"On the presses it was only necessary to move the slitters and sheet formers in the folders. The center margin rings and end clips required no changes. Throughout the period of change our equipment was in regular use at least 70% of the time.

ONE of the most important things to consider in the change was our supply of paper in storage, in transit and in process of manufacture. The change was timed to enable us to make the shift without having a supply of the larger width rolls left over. So accurately did the executive in charge of the paper supply estimate his requirements that we needed only six rolls to carry us through the last run on a 12½-em basis. This small quantity was obtained from one of the other local papers. The *Post-Dispatch* carries an average of about 7,500 tons of paper in storage and in transit.

"Two hours after a big Sunday issue on a 12½-em basis, had been put to bed, we had turned the entire production department to a 12-em basis and issued, without a hitch, a Sunday evening edition.

"We now have been operating on the 12-em column nearly seven months and have had few complaints. We recommend the 12-em column size."

◆ ◆ ◆

PROTESTS TO CHURCH CHIEFS

U. T. A. BULLETIN (*Baltimore Dispatch*)—"Formal resolutions protesting against the contemplated (reported) action of the Roman Catholic Church to give preference to printing carrying the union label were adopted at a recent meeting of the Typothetae of Baltimore * * * it would be a manifest injustice to that great body of American labor in our industry, not affiliated with the unions, if they were deprived of the right to work on any Church printing." (Church authorities later denied any basis for the resolution.)

USING THE COST SYSTEM

*The busy manager is surprised to find his $15-a-week office girl pricing every job with exactitude. * * * the work has been reduced to a simple science. It will protect any business from loss, in fair weather or foul. The manager can go fishing * * with the assurance that a complete record of everything in operation awaits his inspection at all times. THE COST SYSTEM NEVER SLEEPS. It exacts a strict accounting from everyone connected with the plant. Men who use the system find it easier to borrow money at the bank. The cost system makes good selling talk*—W. H. Bridgman. (*See Page 15 in This Issue*)

Newspaper Executives Bring Out Points on Income Tax Subject of *Depreciation*

No Definite Rate Has Been Established for Plants of Printer-Journalists, According to Investigations Reported Back to Association Bulletins

TYPICAL of the fruits of printer-journalists' efforts to "get hep" to the proper answer as to the item of *Depreciation* in connection with Federal income tax matters, is the following from a recent Inland Daily Association bulletin:

MEMBERS having up with the Federal Income Tax Department the question of depreciation are advised that no definite rate of depreciation has been established on newspaper plants. Each case is treated on its own merits, 10% being about the highest rate that has been allowed.

A reading of Article No. 161, Regulations No. 45, will bring out the fact that any reasonable system of depreciation may be used. For the purpose of Federal Taxation the actual cost of the plant and equipment, furniture, fittings, engravings and other fixed assets less a reasonable allowance for depreciation is admitted. The straight-line method in computing is the only method that is admitted as a part of Invested Capital.

Robert H. Montgomery's "Income Tax Procedure, 1924" states that the depreciation on printing plants is about the same as that of textile industries with the exception of type, printers' tools, electrotypes, plates, etc., on which from 10 to 25% should be applied annually. In the textile industries the rate assigned to machinery is often made high because of a likelihood of obsolescence and introduction of new appliances. However, newspaper machinery such as press and type-casting machines have of recent years become standardized, and while improved machines are being introduced, those of former years have a value not only in actual sale but in the process of the trade end.

An inquiry has developed the fact that the average depreciation charge made by a number of members of the S. N. P. A. ranges from 5 to 7½%, and in a number of instances up to 10%. Five per cent is considered a fair depreciation on machinery, although in the case of certain machines the depreciation might well be considered on the basis of 7½%. Many factors enter into the depreciation of machinery, and as a result each case should be treated on its own merits.

One member recently advised that the department agreed to a blanket depreciation of 10% on the whole properties. They will also be permitted to charge type, matrices and other short-lived equipment, inventoring it at the end of the year so that the 10% depreciation will actually cover only machinery, office furniture, etc. This same paper was allowed 25% depreciation on automobile trucks.

◆ ◆ ◆

Print Shops' Idle Spots Filled

Definite Program Can Create More Productive Hours

AT THE recent organization meeting of a council of Local Presidents of the United Typothetae of America, formed to advance industrial co-ordination, one of the past-presidents of a local and also a former U. T. A. executive, told how his local is endeavoring to add more *productive* hours in members shops by selling better printing jobs when they will give better service and results to the buyers of printing.

"We started the program," he said, according to the U. T. A. *Bulletin* "by selling two-color jobs where warranted, instead of one-color. We are now putting over a program of using better grades of paper when it is warranted. Lots of pamphlets are printed without covers, so we put covers on jobs that had none before. Many jobs could be sewed with silk instead of stapled, etc.

"At our meetings we ask members to tell how they have been successful in adding to the productive hours of the industry. At the Council meetings ideas should be brought forth that we can take home and use immediately."

To illustrate the products of the first council gathering, such a seemingly simple matter as that of ways to solve the open ink-can evil and its waste, was profitably discussed.

IN THE BACK OFFICE

"What's the matter, Charlie, out of sorts?"

"Out of sorts nothing—I'm just out of line."

Net Invoices for Printing Sales

ROBERT HAUSAUER, Buffalo, N. Y., *Chairman U. T. A. Trade Matters Committee*—"The point raised is that of a proposed standard discount of either 1 or 2 per cent from invoice to be allowed if taken within 10 days. The trade practice is 30 days net, net invoices. The committee voted against the standard discount proposal.

"It is easily conceivable that it might be as difficult to hold our discounts at 2 per cent or the time for such discounts to a limit of ten days, as it is to insist on the full amount due us within thirty days.

"We should not lose sight of the fact that 2 per cent discount on the volume of business done in any year is equivalent to about 5 per cent on the average amount of capital invested with which to do that business. Nor should we forget that we could borrow money at 24 per cent annually to finance our business on the basis of net payment in thirty days, and not have it cost us more than would a cash discount of 2 per cent.

"On all that amount which was paid and discounted by the 10th of the month which might otherwise have been paid in full by the end of the same month, the printer would be paying at the rate of 36 per cent annually for the use of the money for the 20 days which elapse between the 10th of the month and the 30th of the month."

WHAT DO YOU WANT TO DO? WHAT DO YOU WANT TO PAY?

B. A. FRANKLIN, *Vice-President, Strathmore Paper Co.* (U. T. A. Convention): "Printers who do not develop the proper idea of service are inclined to ask the customer, 'Well, what do you want to pay for this job?' That is one of the most fatal questions. The answer to that is, 'How cheaply can I get it done?' The fundamental question is, 'What do you want to *do* with this job?' The customer should think in terms of *results*."

CIRCULATORS PROTECTED AGAINST "BAD EGGS"

EVERY member of the California Circulation Managers' Association has been furnished with a code, each letter of which denotes a reason for a solicitor leaving the employ of a newspaper, and reports are made promptly to the secretary. The information is bulletined periodically to the membership.

PUBLISHER-PRINTER ROUND TABLE

"NPJ" Readers are Invited to Submit Newspapers for a "Once-Over." This Department Interchanges Timely Ideas. Criticisms Made on Written Requests

BAKER MAKES GOOD AD MAN—The Grandview (Wash.) *Herald* ran a double spread to promote the idea "Eat Grandview Bread." The advertisement consisted of a number of local advertisements, including considerable space devoted to a local bakery. The *Herald* states that the two pages were sold direct to the baker, who disposed of them to other merchants. There were 18 small local ads and 7 larger ones, the latter being those of firms selling baker supplies. The baker also purchased 1100 copies of the paper and 400 copies of the two-page advertisement.

AND THAT'S THAT!

HENRY LONGFELLOW could take a sheet of paper worth one-tenth of a cent, write a poem on it and make it worth $5,000 That's genius. Henry Ford can take a similar sheet of paper, write a few words on it and make it worth $10,000,000. That's capital. A workman can take three cents' worth of steel, make it into watch springs and collect hundreds of dollars. That's skill. A merchant can take an article worth 50 cents, advertise it, and sell it for $1.00. That's business. Almost any printer can take a job at a price without a profit. That's tough!

FEATURES AGE OF CITY'S FIRMS—A page in a recent issue of the Willoughby (O.) *Republican* was given over to stories about the length of time that various firms had been doing business successfully in the town. One house has been established 99 years, another 89, a third 51, and so on down the line. These simple facts tell more about the stability of the business opportunities in Willoughby than a dozen "special editions" filled with hokum. The editor and business manager of the Republican is a woman, Ethel D. Bryant. Her progressiveness is indicated again by the number of official notices of public administrators recently appointed, which appear in the advertising columns.

PATRONIZES CENTRALIZED PLANT—The habitually enterprising Byron (Cal.) *Times* "changed its dress" recently by having its type matter set up in the centralized composing room operated by the Antioch (Cal.) *Ledger*. Readers couldn't escape noticing the change because Editor Harry Hammond jumped at the opportunity which it offered to sing in a different tune, the hymn being to the glory of The Byron *Times*.

40TH ANNIVERSARY NUMBER—The St. Peter (Minn.) *Herald* published a 44-page special edition on its 40th anniversary. One section was given to reviewing the history of the newspaper. Other sections covered the civic and commercial progress of the community. Numerous human interest biographical facts about prominent citizens contributed to the liveliness of the paper. No expense was spared for good illlustrations.

SWELLS COFFERS WITH POLITICAL NUMBER—A special political issue of the Albion (Neb.) *Argus*, containing double truck, single page, half-page and quarter-page ads for the various national, state, county and civic candidates, made that paper a good deal of money, judging by the great amount of this special advertising. The commercial advertising appeared in customary amounts.

NUGGETS OF NEWS—Under the boxed title "Nuggets of Gold and Otherwise", the South Orange (N. J.) *Record* runs short human interest stories, "home-made" jokes, bits of editorial wisdom and other short feature miscellany.

EXTENSIVE NEWSPAPER EXHIBIT—At the third annual New Jersey Newspaper Institute, held at Rutgers university, New Brunswick, more than 200 entries were made in the competitive exhibits by newspapers of the state. Awards were as follows:

For weeklies: best Front Page, 1st, Caldwell *Progress*; 2nd, South Orange *Record;* 3rd. Woodbridge *Independent;* best editorial page, 1st, Freehold *Transcript;* 2nd, Hunterdon County *Democrat;* 3rd, Teaneck *Interboro News;* best department of country correspondence, 1st, Cape May County *Times;* 2nd, Bergen *Record* (Tenafly); 3rd, High Bridge *Gazette;* For dailies: best conservative first page, 1st, Atlantic City *Press;* 2nd, Newark *Evening News;* 3rd, Passaic *Daily News;* best heavily displayed page, 1st, Newark *Ledger;* best editorial page, 1st, Trenton *Times;* 2nd, Newark *Evening News;* 3rd, Newark *Star Eagle;* best page or department of agricultural news, for either daily or weekly; 1st, Woodstown *Monitor-Register;* 2nd, Trenton *Evening Times;* 3rd Lakewood *Times and Journal.*

POINTS OUT INDUSTRIAL OPPORTUNITIES—A distinctive feature of the Los Angeles County Fair Edition of the Pomona (Cal.) *Bulletin* was the printing of stories, pointing out the opportunities which Pomona offered for the successful operation of new businesses. The stories avoided generalities and gave only the facts which verified the advice. For instance in reviewing the opportunities for a linoleum factory, the story on that subject told why linseed oil, waste cork, canvas and cloth sheets—the raw materials for the product—could be obtained at lower rates in Pomona than in most other sections of the country. Rail facilities, labor, real estate value, etc., were all taken into consideration.

"ANY NEWS?" "NO"—Anent this time honored question and answer, the Monroeville (O.) *Spectator* says the following:

"If a news gatherer should meet fifty persons a day and should put the inquiry, 'Any news?' forty-nine of the fifty would reply, 'No-o-o, I guess not,' when at the same time they all have some news in mind which would make the paper like every one wishes it to be, a paper full of news of the community."

EVERY ISSUE A "HOMECOMING NUMBER"—Under the boxed title, "Salem County Home Coming," the Salem (N. J.) *Standard and Jerseyman* publishes reminiscing letters from old timers. The letters are illustrated with quaint pictures of the town in earlier days, and occasional tin-types of said old timers when they were young blades, add zest to the material. Another regular department, the material for which is supplied by the readers is, "What I Think of Salem."

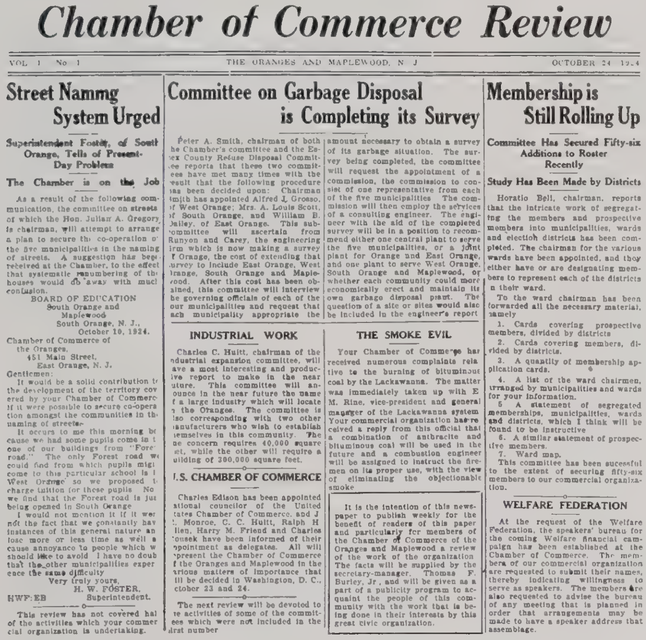
"CALLS" THE UNIVERSITIES—A red-hot editorial in the Bainbridge (Ga.) *Post-Search Light* denounces the practice by colleges and universities of sending out reams of so-called "news," with not one penny's worth of advertising. "This week alone," the editorial remarks, "we received matter from 56 colleges asking space and not one dime was sent with it for advertising. If we used half the stuff, it would take up fifty pages."

DOLLAR DAY ISSUE BOOSTS TRADE—The Sterling (Ill.) *Gazette* issued a Dollar Day issue of 28 pages, containing 3768 inches of advertising. One of the big firms using space in the issue stated that the Dollar Day was the largest trade day in the history of the firm.

16-PAGE SECTION SOLD TO ONE STORE—The Worcester (Mass.) *Telegram* recently ran a 16-page section of advertising for Sherer's department store in connection with the campaign conducted by the several New England states to promote the buying of New England-made products.

TWO-PAGE AD FROM BUSINESS COLLEGE—The Macon (Ga.) *Daily Telegraph* ran a single page slipsheet in one of its regular issues, both sides of which contained the advertising of a large business college in Macon. Most of the advertising consisted of letters of satisfied graduates, set up in the regular news text, with headlines and leads. A good number of the larger stories resembled news stories, with two and three-column banked headlines.

REGULAR SECTION FOR CHAMBER OF COMMERCE NEWS—The South Orange (N. J.) *Record* publishes at regular intervals a 4-column, 9 or 10-inch section in one of its pages entitled *Chamber of Commerce Review* giving news of the activities of the Chamber of Commerce of South Orange, East Orange and Maplewood. The section has a standing head, with volume and issue numbers. The first of these sections is illustrated right here:



Chamber of Commerce Review

VOL. 1 No. 1 THE ORANGES AND MAPLEWOOD, N. J. OCTOBER 24 1924

Street Naming System Urged

Superintendent Foster, of South Orange, Tells of Present-Day Problems

The Chamber is on the Job

As a result of the following communication, the committee on streets of which the Hon. Julian A. Gregory is chairman, will attempt to arrange a plan to secure th co-operation o the five municipalities in the naming of streets. A suggestion has bee received at the Chamber, to the effect that systematic renumbering of th houses would do away with muc confusion.

BOARD OF EDUCATION
South Orange and
Maplewood
South Orange, N. J.,
October 10, 1924.

Chamber of Commerce of
the Oranges,
451 Main Street,
East Orange, N. J.

Gentlemen:

It would be a solid contribution t the development of the territory covered by your Chamber of Commerc if it were possible to secure co-opera tion amongst the communities in th naming of streets.

It occurs to me this morning be cause we had some pupils come in t one of our buildings from "Fore road." The only Forest road w could find from which pupils mig come to this particular school is West Orange so we proposed t charge tuition for these pupils No we find that the Forest road is ju being opened in South Orange

I would not mention it if it we not the fact that we constantly hav instances of this general nature an lose more or less time as well cause annoyance to people which w should like to avoid I have no doub that the other municipalities exper ence the same difficulty

Very truly yours,
H. W. FOSTER,
HWF:EB Superintendent.

This review has not covered hal of the activities which your commer cial organization is undertaking.

Committee on Garbage Disposal is Completing its Survey

Peter A. Smith, chairman of both he Chamber's committee and the Es ex County Refuse Disposal Committee reports that these two committees have met many times with the esult that the following procedure as been decided upon: Chairman mith has appointed Alfred J. Grosso, f West Orange; Mrs. A. Louis Scott, of South Orange, and William B. Dailey, of East Orange. This subcommittee will ascertain from Runyon and Carey, the engineering irm which is now making a survey f Orange, the cost of extending that urvey to include East Orange, West Orange, South Orange and Maplewood. After this cost has been obained, this committee will interview he governing officials of each of the our municipalities and request that ach municipality appropriate the amount necessary to obtain a survey of its garbage situation. The survey being completed, the committee will request the appointment of a commission, the commission to consist of one representative from each of the five municipalities The commission will then employ the services of a consulting engineer. The engineer with the aid of the completed survey will be in a position to recommend either one central plant to serve the five municipalities, or a joint plant for Orange and East Orange, and one plant to serve West Orange, South Orange and Maplewood, or whether each community could more economically erect and maintain its own garbage disposal plant. The question of a site or sites would also be included in the engineer's report

INDUSTRIAL WORK

Charles C. Huitt, chairman of the ndustrial expansion committee, will ave a most interesting and productive report to make in the near uture. This committee will anounce in the near future the name f a large industry which will locate n the Oranges. The committee is lso corresponding with two other anufacturers who wish to establish hemselves in this community. The ne concern requires 40,000 square et, while the other will require a uilding of 300,000 square feet.

.S. CHAMBER OF COMMERCE

Charles Edison has been appointed ational councilor of the United tates Chamber of Commerce, and J . Monroe, C. C. Huitt, Ralph H llen, Harry M. Friend and Charles ousek have been informed of their ppointment as delegates. All will present the Chamber of Commerce f the Oranges and Maplewood in the arious matters of importance that ill be decided in Washington, D. C., ctober 23 and 24.

The next review will be devoted to e activities of some of the committees which were not included in the irst number

THE SMOKE EVIL

Your Chamber of Commerce has received numerous complaints relative to the burning of bituminous coal by the Lackawanna. The matter was immediately taken up with E M. Rine, vice-president and general manager of the Lackawanna system Your commercial organization has received a reply from this official that a combination of anthracite and bituminous coal will be used in the future and a combustion engineer will be assigned to instruct the firemen on its proper use, with the view of eliminating the objectionable smoke

> It is the intention of this newspaper to publish weekly for the benefit of readers of this paper and particularly for members of the Chamber of Commerce of the Oranges and Maplewood a review of the work of the organization The facts will be supplied by the secretary-manager, Thomas F. Burley, Jr., and will be given as a part of a publicity program to acquaint the people of this community with the work that is being done in their interests by this great civic organization.

Membership is Still Rolling Up

Committee Has Secured Fifty-six Additions to Roster Recently

Study Has Been Made by Districts

Horatio Bell, chairman, reports that the intricate work of segregating the members and prospective members into municipalities, wards and election districts has been completed. The chairman for the various wards have been appointed, and they either have or are designating members to represent each of the districts n their ward.

To the ward chairman has been forwarded all the necessary material, namely

1. Cards covering prospective members, divided by districts
2. Cards covering members, divided by districts.
3. A quantity of membership application cards.
4. A list of the ward chairmen, arranged by municipalities and wards for your information.
5. A statement of segregated memberships, municipalities, wards and districts, which I think will be found to be instructive
6. A similar statement of prospective members.
7. Ward map.

This committee has been sucessful to the extent of securing fifty-six members to our commercial organization.

WELFARE FEDERATION

At the request of the Welfare Federation, the speakers' bureau for the coming Welfare financial campaign has been established at the Chamber of Commerce. The members of our commercial organization are requested to submit their names, thereby indicating willingness to serve as speakers. The members are also requested to advise the bureau of any meeting that is planned in order that arrangements may be made to have a speaker address that assemblage.

How the South Orange (N. J.) *Record* Handles Chamber of Commerce News

COMPACT SPECIAL EDITION — The 52-page Annual Review and Industrial edition of the Milwaukee (Wis.) *Catholic Citizen* was given character of appearance at a considerable saving in cost by the use of a machined book stock cover printed in colored ink which fit over the edition when folded one time. This plan made possible the use of the regular newsprint stock for the body of the paper, with a special cover to give it distinctive appearance.

TOWNS CO-ADVERTISE IN HIGHWAY NUMBER—A 44-page "Roosevelt Highway Number" in which more than a dozen cities and towns were described, with illustrations, and in which business houses in these towns advertised, was issued by the Gold Beach (Ore.) *Curry County Reporter*. Machine book stock and a great many interesting pictures contributed to the good appearance of the paper.

OFFICE AND SHOP CHANGES—The Boone (Ia.) *News-Republican* is making extensive changes in the arrangement and equipment of its offices, composing room and press room, and makes real news out of the changes by relating the various incidents which occur in the work. A large picture of the new Duplex Tubular press and a zinc of a No. 14 Linotype appeared in one issue.

SUCCESSFUL INDUSTRIAL EDITION—Rotogravure sections in special editions are becoming more popular. The recent Industrial Edition of the Harlan (Ky.) *American* incorporated an 8-page rotogravure section. Stories and pictures of the manufacturing and coal mining industries formed a major part of the edition. A high percentage of advertising was obtained.

By a Woman Press Chief

MARIE WEEKES, *President Nebraska Press Association*: "Sometimes even the president of the Nebraska Press Association feels lonely, misunderstood and wonders whether after all if it is worth while to trouble to have folks understand who just seem bent on misunderstanding. Out of the shadows of that kind of a cloud the other day came a wonderful letter from one of the boys who represents one of the 'soulless' corporations that sell us machine things. And instantly the sun was shining again. I would like to reproduce the letter for the splendid message of encouragement it carries, a message I needed that morning and which I will ever treasure but did I reproduce it someone might misunderstand, someone might accuse me of exploiting my office and my good friend who can't know just how welcome that friendly letter was at that particular time."

$15,000 *IN PRIZES*—The Urbana (Ill.) *Daily Courier* is promoting a circulation campaign in which $15,000 in prizes are offered, including five automobiles. Prizes are given to persons securing the greatest number of new subscribers. Every contestant will receive a reward. The present rated circulation figure of the *Courier* is 3,250.

POLITICAL-AD IDEA—The Willoughby (O.) *Republican* displayed in a 10-inch 3-column ad the comment made by a local manufacturer who had returned from Europe on the effects of English free trade on the economic and social conditions in Great Britain. It was political campaign stuff, but *news*, just the same.

CASTING BOXES—The *Mississippi Press*, Vol. 1, No. 1, by the Mississippi Press Association, Birney Imes, Columbus (Miss.) *Dispatch*, president-editor: "There is one thing the Mississippi newspapers will have to do to get more foreign advertising and that is to install casting boxes to cast plates from mats."

A NEW SQUIB—"If you use more black ink in newspaper advertisements, you'll use less red ink in keeping accounts," remarks the Lebanon (Tenn.) *Democrat*.

PUBLISHERS' REPRESENTATIVES NAMED

Hollywood (Calif.) Citizen—Cone, Hunton & Woodman, Inc., New York, N. Y.
Evanston (Ill.) News Index—Benjamin & Kentnor Co.
Manchester (N. H.) Daily Mirror—Payne, Burns & Smith, Inc.
Atlantic City (N. J.) Ventnor News—New Jersey Newspapers, Inc., New York City.
Elizabeth (N. J.) Daily Journal—Charles H. Eddy Co.
Peekskill (N. Y.) Evening Star—C. L. Houser Co.
Asheville (N. C.) Times—George B. Davis Co.
Lima (O.) Star—C. L. Houser Co.
Austin (Tex.) American—Knill-Burke, Inc.

ASSOCIATION NOTES; CHANGES

American Newspaper Publishers' Assn.—Moved from World Building, 63 Park Row, New York City to 270 Madison Ave., New York City.
Associated Advertising Clubs of the World, New York—G. O. Walton joined sales staff of extension division.
New England Daily Newspaper Association—Central office located at 29 Pearl St., Chapin Bldg., Rooms 506-507, Worcester, Mass.
Southern California Editorial Assn.—Arrangements being made to obtain services of field secretary.

EDUCATIONAL BRIEFS

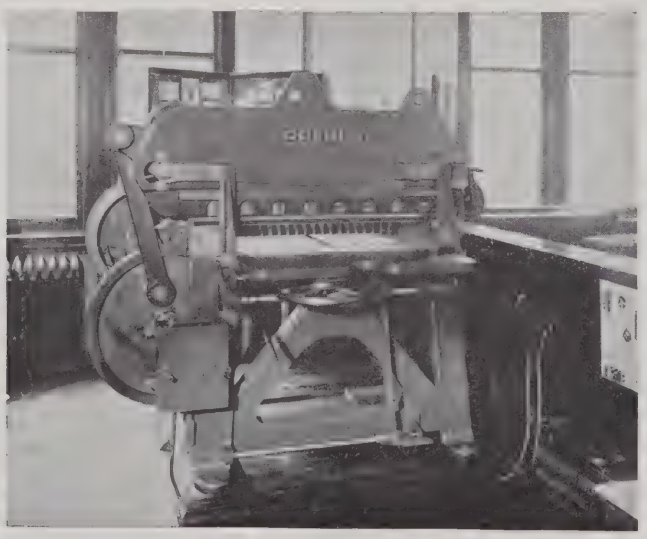
Albion College, Albion, Mich.—James Vernol Clarke in charge of Journalism work and assistant professor of English.
Baylor College for Women, Belton, Tex.—D. Q. Riddle appointed professor of journalism.
Louisiana State University—Courses in History and Principles of Journalism, Feature Writing and Advertising added.
University of Michigan, Ann Arbor, Mich.—Prof. Edwin G. Burrows, taking charge of Journalism work this year, during absence of Prof. John L. Brumm who is studying French Journalism.
University of Wisconsin, Madison, Wis.—Course in Spanish Journalism offered.

The 'NPJ' Viziter

News Letters, bulletins, mail to the editor, visits of salesmen and readers, trade announcements, and so on, furnish the material for this department, intended as a mirror of current trade subjects, sweetened by a few squibs by the editor or his shears. Contributions useful to *Readers* of *"NPJ"* are welcomed.

PLATE-MOUNTING SYSTEMS—A recent issue by the *Challenge Machinery Co., Grand Haven, Mich.,* gives the following tests for the efficiency of a plate-mounting system, and later showing how the *Expansion Block System* embodies the points: "First, *unyielding strength without unnecessary weight;* second, *absolute accuracy;* and third, *provision for registering each plate separately without disturbing other plates in the form.* Other desirable features are: Ease of manipulation and dependability of the clamping devices, insuring accurate and enduring register; simplicity and rapidity of make-up; ability to expand or contract the bases to accommodate any size or number of plates, and to work to the narrowest possible margins; ability to run a single word or a line of type, numbering machines, scoring and perforating rules, etc., in the same form with electrotypes, and the absence of trenches beneath the plates to weaken them."

IMPROVED GOLDING AUTO-CLAMP POWER CUTTER—Demonstrations for *"NPJ"* of this power cutter, which is made in two sizes—36¼ and 42¼ inches—evidenced its durability, power and efficiency, which with economical price make the *Improved Golding Auto-Clamp* at once interesting for the medium-sized printing shop, as well as others; for example, manufacturers requiring a powerful machine for cutting paper, cardboard, asbestos, veneer, leather, cloth, insulation materials and other items will find that it "does the business", either size demonstrating the ability to cut up to a thickness of four inches, the maximum lift of knife and clamp. The first glance indicates rigidity and accuracy. Tests were made under typical working conditions. Knife and clamp start the descent at the same moment, but the knife travels just a little behind the clamp, the stock thus being held very firmly before the knife touches it. An auxiliary foot attachment can draw a supplementary clamp down, showing the position of the cutting line. The knife has a double shear action; is bolted to the knife bar, but adjustable; two arms rigidly bolted to the side of the bed guide the downward action. The knife is easily removed for regrinding and readily adjusted for wear.



Golding Exhibit in Printing Trade Offices

Howard D. Salins' Golding Printing Machinery now Being Exhibited at the Printing Trade Offices in the Tansportation Building, Chicago, with Mr. Salins in Charge

A. C. HEWITT WITH DUPLEX—A practical pressman, one who has devoted many years to his trade and is especially well known among publisher-printers in the eastern parts of Canada and the United States, has just joined the sales and service organization of the Duplex Printing Press Co., Battle Creek, Mich., according to verification of a report secured from Marcus M. Farley, secretary of the company. The addition to the Duplex forces is A. C. Hewitt. He was the representative of *Miller & Richards,* of Toronto, Can,, for seventeen years or more. "The addition of Mr. Hewitt," said Mr. Farley, "is in line with the general expansion policy of the Duplex company, which has been made necessary through the accelerated demand for our products." Mr. Hewitt is particularly qualified to assist publishers in solving press room problems. He will devote his time to calling on newspaper publishers and printers in eastern Canada, a part of New York State, and New England.

A. C. Hewitt

PROFIT-MAKING INTERTYPE FEATURES—"Improvements and simplifications which help put more type on the bank—and more cash in the bank," is the title-page line of this altogether beautiful and practical publication by the *Intertype Company, Brooklyn.* The first text convinces one that there are dollars in details. This is followed by a most unique "Graphic Chart of Contents". From high light halftones of Intertypes on facing pages, run lines to index phrases and page numbers, covering the contents of the booklet. Each point brought out is also illustrated in "close-ups" halftones, accompanied by brief but complete descriptive matter. The publication is very satisfying to read because it is literally an ample course of study of the Intertype, and increases in interest and attractiveness from page to page.

PRODUCTION METER SERVICE—Opened downtown offices recently in the Printing Trades Display Offices and Display, Transportation building, Chicago. G. H. Bruns, sales manager, has installed a complete unit. Demonstrations showed that the Production Meter not only keeps track of actual operations of every machine in a plant, but also graphs idle time. The charts are checked with the pressman's job card. Electrical counters show number of pieces on each machine, in the *office* of the plant. The German delegation of master printers at the U. T. A. convention inspected the display offices, and expressed their interest in having a similar project in their country.

UNUSUAL BUSINESS CARD—Another one drops on the desk of *The Viziter.* It is scored across the center from left to right, and it stands up when bent. The fact that it is of no extraordinary size, yet can "sit down before the visited" excites interest. However, the big feature is now in view. This leads you to pick up the card and examine it. One sees a semi-cutout picture of the *Stevenson Furniture Mold.* The card is cut above the score line around the illustration's top and this lets the picture of the Mold project upright when the card is standing. The name on the card is "Ashton G. Stevenson, President."

ROSBACK PUNCHING MACHINES—A neat folder in colors features the *No. 6 Multiplex* product of the *F. P. Rosback Co., Benton Harbor, Mich.,* "the largest perforator factory in the world." The purpose of the folder is to prove that the No. 6 is really "five machines in one floor space." The attachments provided for this machine are numerous and offered to do both ordinary and unusual jobs.

(CONTINUED ON PAGE 32)

Prestige Ledger

PRESTIGE FOR YOU! The widespread popularity of PRESTIGE LEDGER is based on its recognized achievement in the medium-priced ledger field. Of ledgers in its class it gives the best economy and satisfaction.

Yet, into every sheet goes the recognized Neenah quality, methods and materials. The prestige of a modern mill of unquestioned integrity is impressed with the Owl mark into every sheet.

Like every Neenah paper, PRESTIGE LEDGER is guaranteed—the user to be the judge.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

Boston, Mass.	Carter, Rice & Co.
Chicago, Ill.	Midland Paper Co.
Duluth, Minn.	Peyton Paper Co.
Kansas City, Mo.	Bermingham, Little & Prosser Co.
Milwaukee, Wis.	The E. A. Bouer Co.
New York City	John F. Sarle Co.
New York City	Conrow Bros.
Philadelphia, Pa.	D. L. Ward Co.
St. Louis, Mo.	Acme Paper Co.
Washington, D. C.	Stanford Paper Co.
Wilkes-Barre, Pa.	D. L. Ward Co.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
Old Council Tree Bond
Success Bond
Chieftain Bond
Neenah Bond

Check the ✓ Names

Wisdom Bond
Glacier Bond
Stonewall Linen Ledger
Resolute Ledger
Prestige Ledger

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 18 73 QUALITY

THE "*NPJ*" VIZITER
(CONTINUED)

TAXES ON BUSINESS—This timely heading (*with a picture of a blue cake of ice melting away!*) on a new four-page folder of the Dexter Folder Co., 28 West Twenty-third St., New York, contains a most impressive, and at the same time uniquely interesting set-up of the losses due to waste of time for lack of proper and up-to-date mechanical appliances in the printing establishment or department. For one thing the circular shows, by calculations which are logical, that one automatic-fed cylinder press, operating 60% of the time, can each year earn enough (compared to hand-feed) to pay the premiums on three 25-year endowment policies worth $60,000 on expiration. This sum invested at 6% would yield a weekly income of $60. Thus hand feeding means a tax of 20 to 100% on a business, and worse. There is a striking quotation by Henry Ford: "If a device would save just 10 per cent in time or increase results 10 per cent, then its *absence* is a 10% *tax.*" Readers should study these statements. Copies may be had on request, we understand.

SMITES "FREE GRAFT"—Washington State Press Association now returns all "publicity" matter to the company or person who is to benefit by the stuff, with a card (furnished by the association headquarters), as follows:

Date ....
To..

Your publicity matter relative to..received, but we cannot give it space in our news or editorial columns. An investigation will develop the fact that virtually every newspaper takes this attitude and that you would get better results and reach our readers in a more satisfactory and profitable manner by inserting this material in our paper as paid advertising. Our rate for this sort of copy is..............................per column inch.

Our best attention will be given this space upon your order to run, accompanied by a check to cover space.

Signed by Publisher..

"Free publicity matter that finds its way to the fire is a great waste of envelopes, stationery, stamps and effort."

COX NEWS LEAGUE GROWING—The *News League,* Dayton, Ohio, owned by Gov. James M. Cox, has ordered seven Intertypes, three six-magazine machines with standard equipment D-s.m., two six-magazine machines with standard equipment C-s.m. No. 2, and two three magazine machines with standard equipment C. Most of the machines were ordered for Gov. Cox's Miami paper, the *News-Metropolis,* although one of the six-magazine machines is for the Springfield (O.) *Journal.*

JOB PLANT PROMOTION—The O. L. Shilffarth Co., Milwaukee, upon installing a Hall folding machine and new stitchers, sent out an illustrated broadside announcement, inclosing a return postal on which customers and prospects could call a salesman at a specified time. Promotional work hinged on installations of new equipment is being used far more frequently by job plants, and experience says that buyers of printing are interested in pictures and descriptions of new printing plant machinery, and these occasions impress customers with the progressive spirit of the printer.

QUALITY HAND-MADE RULES—The *Printers' Supply Service, Chicago,* in a folder displaying its offerings, points out some of the problems it seeks to meet for the printer. Uniformity, ease of cutting in suitable lengths, the avoidance of joints except at corners, and other advantages are offered. The pamphlet is an inspiration to more careful attention to the use of rules in producing printing. It shows the *Arts Series of Rules,* a very comprehensive selection.

GERMAN PRINTERS AT INTERTYPE—The delegation of German master printers touring the industry in America following attendance at the U. T. A. and related conventions, visited the plant of the Intertype Corporation, Brooklyn, N. Y., on October 29 The visitors showed keen interest in the designing, manufacturing and other departments, and were particularly impressed with the 42-em machine with standard equipment, C-s.m. No. 2. A number of the guests, as told in previous issues of *"NPJ," are* newspaper publishers as well as large commercial printers.

M-24 AT SAN FRANCISCO—Gimmel Bros. & Glendinning, Inc., San Francisco agents for Lisenby Manufacturing Company, have made installations of complete units of the M-24 High Speed Job Press and Autofede for the Mercantile Trust Company, and Foster & Kleiser Company, both of San Francisco. They have also installed an M-24 Press for the San Francisco Works of the Bethlehem Steel Corporation.

"Miss America" and The Linotype

Miss Ruth Malcomson of Philadelphia, winner of the latest national bathing beauty contest at Atlantic City, and crowned "Miss America," sets a few lines on a Model 21 in the battery of fifty-seven Linotypes operated by the Philadelphia Public Ledger.

◆ ◆ ◆

THE PROFIT IN PRINTING, By Chandler & Price Co., *Cleveland, O.*—This is one of the most interesting and entertaining booklets which *The Viziter* has had the opportunity of going over, suggesting a multitude of ways in which the publisher-printer can get into the modern, necessary spirit of better service and improved volume by producing ideas and selling these to the purchaser of printed matter, instead of merely quoting on set jobs. I have been musing over one of the headlines in this booklet, *"Building Up Business"*. Read it, as I did, three times. The first time, emphasize the first word, next the second word, and last the third word! There is only one way for the publisher-printer to get out of the competitive class, after all is said and done,—one way to get on the basis of being paid for the ideas and work done—and that is to have ideas and sell them to customers. Get a copy (for the asking) and *read* it.

MORE CUTS PER DOLLAR—A most interesting mailing folder signed by Charles N. Stevens, 112 West Harrison St., Chicago, gives a pictorial demonstration of the *Seybold Power Round Corner Cutter.* The device accurately round corners a pile 4½ inches high, with ample attachments to insure not only good work but long life. While cutting, the clamp and knife pull in a manner to get maximum clamping power and a clean, perfect cut. The *Wright Foot Power Round Corner Cutter* is also shown. It weighs only 100 pounds and can be moved from job to job; one-inch capacity.

WISCONSIN ASSOCIATION OF ADVERTISING MANAGERS is working out a plan, similar to the "Iowa Idea", to advertise Wisconsin as a market by using $80,000 worth of space in the Chicago *Tribune,* Detroit *News,* Minneapolis *Tribune,* Cleveland *Plain Dealer,* Philadelphia *Public Ledger,* New York *Times,* Boston *Transcript* and Chicago *Journal of Commerce.* Klau-Van Pietersom-Dunlap-Younggreen, Inc., will handle the details of the campaign.

THE AUSTIN COMPANY—The Austin Company of California announces removal of its San Francisco office to 244 Kearny street, and the Los Angeles office to 777 East Washington street, both offices reporting greatly increased activity in newspaper building planning and construction in their districts. The home offices are at Cleveland, O.

(CONTINUED ON PAGE 34)

THE MASTERPIECES of artist, photographer and engraver often sink into mediocrity through lack of care in reproduction. *Westvaco* Brand papers enable the printer to do full justice to the best efforts of his fellow workmen, because *Westvaco* chemists and paper-makers are equally jealous of their well-earned reputation for fine craftsmanship.

WEST VIRGINIA PULP & PAPER COMPANY • NEW YORK AND CHICAGO

See Reverse Side for List of Distributors

THE MILL PRICE LIST

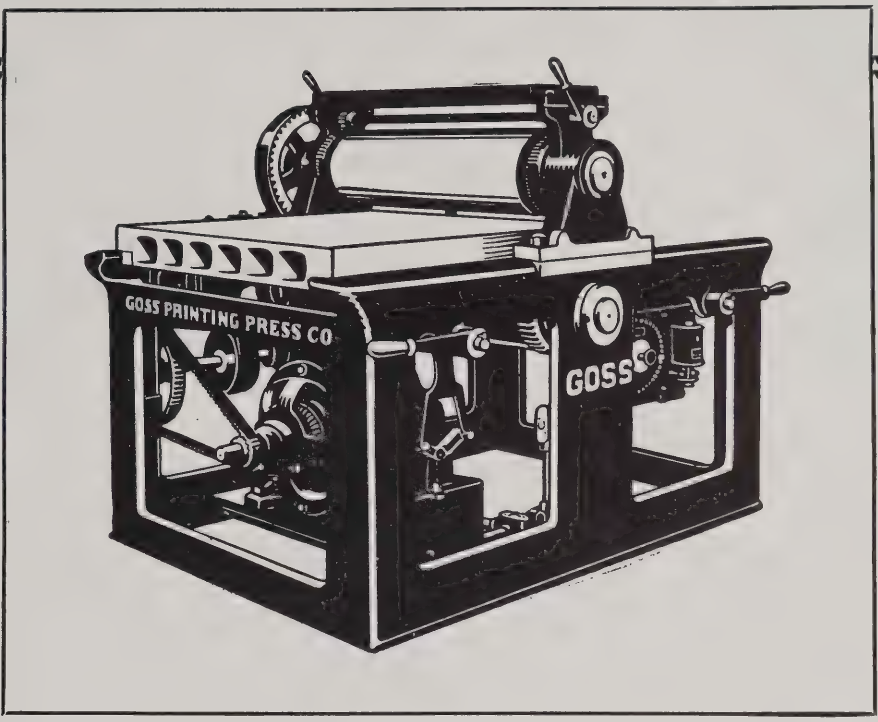
Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Company

◆

Atlanta	The Chatfield & Woods Co.
Augusta, Me.	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.
Birmingham	Graham Paper Co.
Boston	The Arnold-Roberts Co.
Buffalo	The Union Paper & Twine Co.
Chicago	Bradner Smith & Co.
Chicago	West Virginia Pulp & Paper Co.
Cincinnati	The Chatfield & Woods Co.
Cleveland	The Union Paper & Twine Co.
Dallas	Graham Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	The Union Paper & Twine Co.
El Paso	Graham Paper Co.
Houston	Graham Paper Co.
Kansas City	Graham Paper Co.
Los Angeles	Blake, Moffitt & Towne
Milwaukee	The E. A. Bouer Co.
Minneapolis	Graham Paper Co.
Nashville	Graham Paper Co.
New Haven	The Arnold-Roberts Co.
New Orleans	Graham Paper Co.
New York	Beekman Paper and Card Co., Inc.
New York	West Virginia Pulp & Paper Co.
Omaha	Carpenter Paper Co.
Philadelphia	Lindsay Bros., Inc.
Pittsburgh	The Chatfield & Woods Co.
Portland	Blake, McFall Co.
Providence	The Arnold-Roberts Co.
Richmond	Richmond Paper Co., Inc.
Rochester	The Union Paper & Twine Co.
Sacramento	Blake, Moffitt & Towne
St. Louis	Graham Paper Co.
St. Paul	Graham Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Tacoma Paper & Stationery Co.
Washington, D. C.	R. P. Andrews Paper Co.
York, Pa.	R. P. Andrews Paper Co.

GOSS

STEREOTYPING MACHINERY



Goss Combination Wet and Dry Mat Rolling Machine

MORE IN USE THAN ANY OTHER

What stereotypers the world over think of Goss Mat Rollers is best indicated by the fact there are more of them in use than any other dry mat rolling machine on the market today. They roll wet mats in 11¼ seconds; dry mats in 22½ seconds. Both ends of cylinder are set at same time.

Goss patented stretching roller produces dry mats without a wrinkle—***exclusive!*** Cylinders of heavy cast-iron with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. And many other outstanding features. Write for catalog.

Carried in Stock

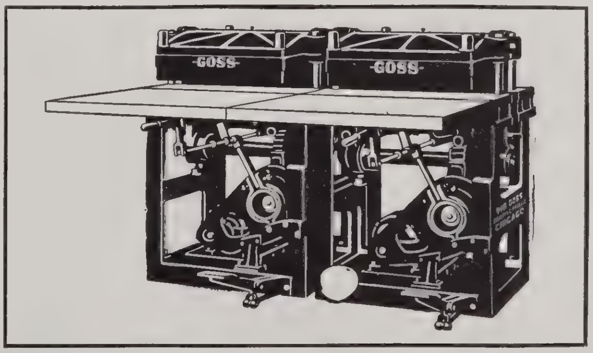
Flat Casting Boxes

Friction-Driven Routers

Automatic Gas Fired Steam Generators

Combination Jig Saws and Drills

Catalog on request



Goss Motor-Driven Steam Tables are made in units of one platen. As many units as desired may be placed side by side. 30,000 lb. "follow up" pressure. Automatic releases. Power used only while platens are being raised or lowered.

Carried in Stock

Radial Arm Flat Routers

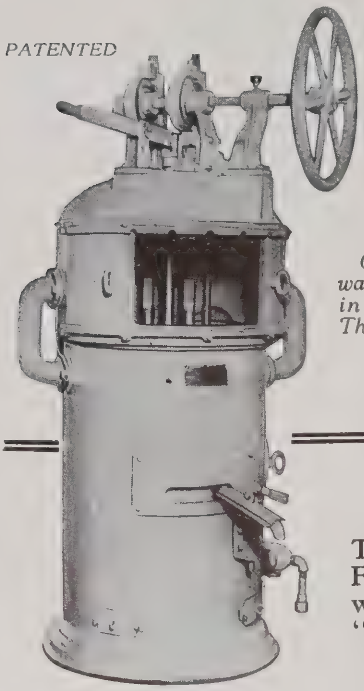
Ball Bearing Form Tables

Combination Wet and Dry Mat Rollers

Motor-Driven Steam Tables

Catalog on request

THE GOSS PRINTING PRESS COMPANY
CHICAGO
The Goss Printing Press Company of England, Ltd., - London



PATENTED

One of our furnaces was recently installed in the new plant of The Milwaukee Journal

The Saving in Fuel and Dross will pay cost of "Monometer"

The Monarch Monometer Re-melting Furnace

Is Necessary in Every Newspaper Plant

It will remelt your type metal, slugs, rules, etc., with a minimum of dross, thereby retaining the tin which is essential for a sharp, clean cut type face.

The MONARCH-MONOMETER RE-MELTING FURNACE is built to last a lifetime. It is of heavy cast iron construction lined with asbestos which retains the heat. The automatic heat control reduces fuel expense and prevents burning of metal.

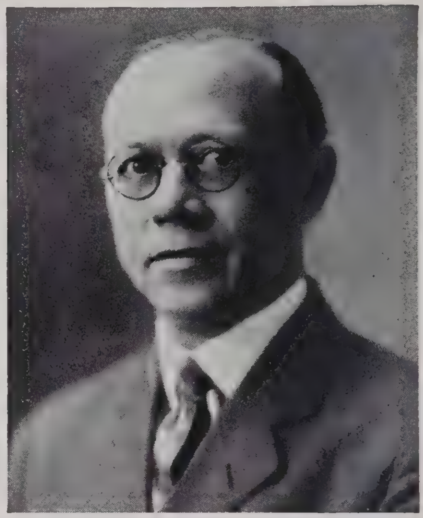
The "MONOMETER" is built in standard sizes of 500, 1000 and 2000 pounds and up to 5 ton capacity. Water cooled molds mounted on carriages are supplied to meet the requirements of our plant.

Write for Catalogue "N" and List of Users.

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

THE "*NPJ*" VIZITER
(CONTINUED)

Ed. A. Tracy Returns to Management of St. Louis Branch, BARNHART BROS. & SPINDLER



BARNHART BROTHERS & SPINDLER, St. Louis (Mo.) Offices—Edward A. Tracy appointed manager, returning there after 10 years spent as manager of the Chicago sales and service branch, and in charge of the Babcock press department. Mr. Tracy is well-remembered by many printer-friends and customers in the Mississippi valley. The St. Louis house is at Third and Locust Streets, St. Louis.

PUBLISHERS' AUXILIARY SAYS: "Much of the poor printing that is turned out in country printing offices is produced on good machinery but by careless workmen, and there is no place in modern business for the careless workman in any line. The home-town printers cannot expect the business men of the home town to sacrifice their interests by buying printing that will injure them simply because a printer needs the money. Every printer should study the quality of his product, and be able to produce attractive typography and good press-work, before he can expect one hundred per cent of home patronage. He will have but little or no price trouble in selling his home-town business man if he is delivering real quality printing. If he is not doing that he cannot reasonably expect their patronage."

ONE HUNDRED AND TWENTY—The Linotype *News* reports that with the recent installation of twenty-four Model 25 Linotypes, the Government Printing Office, Washington, now operates 120 Linotypes. Among these is the "Pershing", which was used at the general's headquarters in Chaumont during the World war, practically 24 hours a day over a long period. After that "she" was put on a truck with light, power and all, and moved to many places as needed.

GIFT SUGGESTIONS—Selling local jewelers Christmas advertising and printing is easier for publisher-printers with a beautiful portfolio entitled *"Gift Suggestions for the Strathmore Jeweler"*, by Strathmore Mills at Mittineague, Mass. Many definite and concrete ideas, with illustrations, are shown.

HONOR MERGENTHALER—Berlin, Germany, cables state that a memorial tablet has been unveiled on the house in Hatchel, South Germany, where Ottmar Mergenthaler invented the Linotype. Finding no encouragement at home, he migrated to America where the machine was perfected.

DUPLEX PRINTING PRESS CO., Battle Creek, Mich.—Western office has changed from the Chronicle building to the DeYoung building, San Francisco; F. H. Boynton, Manager.

MANUFACTURERS, SERVICES, DISTRIBUTORS

Independent Ad-Plate Co., Chicago, Ill.—To manufacture electrotypes, stereotypes, and matrices. President, Charles E. Berold; vice-president, Jesse W. Cornelius.

Charles Eneu Johnson & Co., Philadelphia, Pa. (Printing ink manufacturers)—Charles K. Rockwell appointed sales manager.

Southland Paper Co., Atlanta, Ga.—Organzied by S. L. Sloan, formerly with Sloan Paper Co.

IS YOUR NEWSPAPER WELL PRINTED?

Gardiner's Is Fine Type Metal

NO matter how efficient your presses may be, poor metal will defeat their purpose.

The linotype and stereotype metals publishers should use, are those which aid, day in and day out, in producing a clean cut newspaper.

GARDINER METALS, standardized in purity and content, and as to method of alloying, insure perfect stereotype plates for your presses.

Many metropolitan newspapers use GARDINER METALS exclusively.

GARDINER METAL COMPANY

ESTABLISHED 1901

1356 W. Lake St. CHICAGO, ILL.

Intelligent

Service

Conscientiously Rendered

Expert engineering consideration insures the proper application of every

CLINE SYSTEM OF ELECTRICAL CONTROL

to its intended task. The same surety of efficient service and prompt attention to deliveries which give Cline Electrical Equipment entree to the world's largest printing plants, commends it to your use.

Write Us in Detail Regarding Your Needs.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, FISHER BLDG.,
343 SO. DEARBORN ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BK. BLDG.;
SAN FRANCISCO, CAL.

EASTERN OFFICE
MARBRIDGE BLDG.,
47 WEST 34TH ST.,
NEW YORK CITY

NAME SERVICE FAME QUALITY
CLINE ELECTRIC MANFG. CO
CHICAGO
CLINE WESTINGHOUSE

Here's a Test to Use

Is Your Audience "Not Present" Though Large and Receptive?

Reprinted from SERVICE DIGEST, monthly publication of the Standard Rate & Data Service, Chicago.

IN CIRCULATION, quality is as much a factor as quantity. Publishers understand that—*but, not all advertisers.* * * * Two publications may show the same circulation figures. But, one of those publications may have a three times greater reader interest. Insofar as space value is concerned, it makes it the equivalent of a three-times-larger circulation in comparison to the publication which has the smaller reader interest.

TAKE a publication with 100,000 circulation. Let's assume it would require two hours to read every advertisement in each issue—or at least to observe every one with mentally co-operative attention; that the average time devoted by subscribers to reading the publication, were it possible to compute it in definite figures, amounted to thirty minutes per issue—divided twenty minutes to news, editorial, fiction, etc., and ten minutes to the advertisements.

On that basis, the advertisements would have an audience equivalent to about 8 per cent of the total circulation. Think of it!—92 per cent of the people, whose presence in the audience you were paying for, stayed away! Picture in your mind a big auditorium with 100,000 seats. You paid a definite sum of money to reserve each seat so that people could hear what you had to say—and only 8 per cent of those seats are occupied. 92,000 of them are vacant!

TAKE another publication with 100,000 circulation. Let's assume it would also require two hours to read every advertisement in each issue, but that the reader interest was greater than in the other publication; that the average time devoted by subscribers to reading the advertisements alone amounted to thirty minutes per issue. The audience would thus amount to the equivalent of 25 per cent of the total circulation! It would be the same as 25,000 of the seats in the auditorium being occupied out of the 100,000!

The reader interest, therefore, is the *quality* phase of a publication's circulation—because it means the percentage of *audience* to the total number of those for whom seats have been paid for by you.

WHEN you buy space, you're buying the privilege of talking to an audience. *The number in the audience will be determined by the degree of the publication's reader interest.*

Wouldn't you be willing to pay more for space that, because of a keener reader interest, insures a three or four times larger audience—even though total circulation may be the same? Of course *you* would!

The character of the publication governs the reader interest.

* * *

"NPJ" volunteers to amend the foregoing, while subscribing to its truth. Is not the following also true?

So far as a publication actually, attractively, meets the needs of the subscribers, according to their most immediate and their next-highest interests, tastes and aspirations, it gets and holds their attention and produces action. The same is true of individual articles and advertisements—though they appear in a fine publication with a general atmosphere of timeliness, practicability and inspiration, which of itself is obviously of great value in stimulating the readers to read and to *act* upon what they read.

◆ ◆ ◆

FROM "NPJ" READERS

H. C. HOTALING, *National Editorial Association, St. Paul, Minn.*—"I want to take this opportunity of congratulating you upon the excellent typographical appearance of the NATIONAL PRINTER-JOURNALIST and its development into a high-class magazine, which reflects real credit upon the craft. The practical experience stories are especially interesting and valuable."

B. J. BLESS, JR., *Weston (Mo.) Chronicle*—We simply would not do without *"NPJ"* so we do not permit a copy to lapse. We enclose check for the year's subscription. Any one copy will net the year's subscription and more if given sufficient study and ideas are applied.

(PLEASE TURN TO PAGE 38)

ROUSE **H. B. ROUSE & CO.** ROUSE
2214-16 WARD ST., CHICAGO

At Holiday Time—for a Quarter Century—ROUSE has been thanking printers for their generous patronage for the past year.

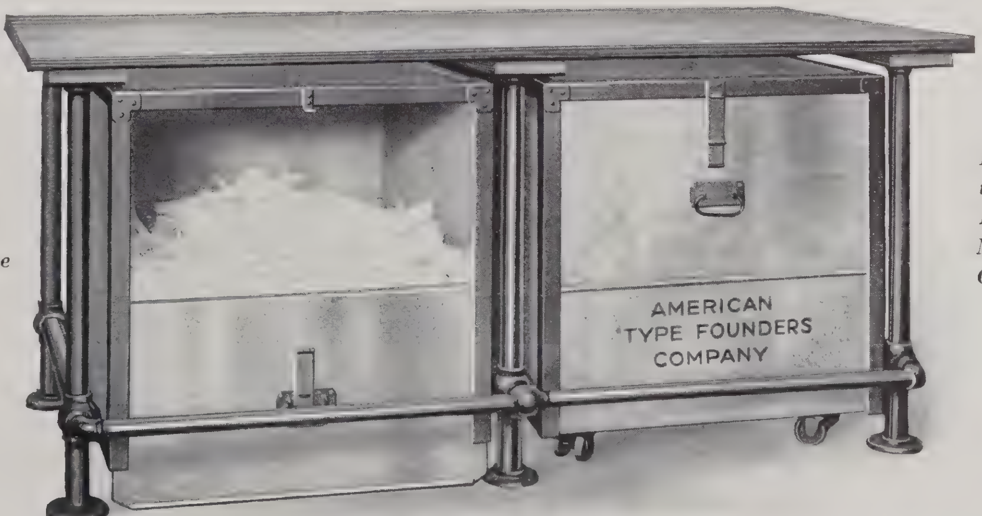
In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

Make your shop
a present of that
new motor driven
Rouse Rotary Miterer.

ROUSE **H. B. ROUSE & CO.** ROUSE
2214-16 WARD ST., CHICAGO

CUT-COST PAPER CUTTER TABLE

Write
Nearest
Selling
House for
Descriptive
Circular



Made by
the
Hamilton
Mfg.
Company

Designed by the ENGINEERING DEPARTMENT *of the*

AMERICAN TYPE FOUNDERS COMPANY

COVERING THE CONTINENT

Johnsonized

A very complete stock of rebuilt Cylinder Presses for prompt shipment.

Miehle Two Revolution	
No. 3553 Bed 39 x 53, four page, seven column	$3700.00
No. 3591 Bed 32 x 44, two page, seven column	$3250.00
Pony Century Two Revolution	
No. 3146 Bed 25 x 31, two page, six column	$1500.00
No. 3424 Bed 26 x 35, two page, six column	$1800.00
Whitlock Two Revolution	
No. 2964, Bed 34 x 47, 4 page, 6 column	$2600.00
Premier Whitlock Two Revolution	
No. 3332 Bed 36 x 48, 4 page, 6 column	$3500.00
Optimus Two Revolution	
No. 3602 Bed 29 x 43, 2 page, 7 column	$2300.00
Whitlock Two Revolution	
No. 3377 Bed 29 x 42, 2 page, 7 column	$2100.00
No. 3675 Bed 27 x 39, 2 page, 7 column	$1900.00
Campbell Two Revolution	
No. 3031 Bed 32 x 36, 2 page, 7 column	$1300.00
No. 3281 Bed 32 x 46, 4 page, 6 column	$1400.00
No. 3655 Bed 42 x 60, 4 page, 7 column	$1800.00
Hoe Two Revolution	
No. 3350 Bed 33 x 46, 4 page, 6 column	$1500.00
Cottrell Two Revolution	
No. 3562 Bed 44 x 56, 4 page, 7 column	$3100.00
Cottrell Two Revolution	
No. 3514 Bed 36 x 52, 4 page, 6 or 7 column	$1900.00
No. 3678 Bed 25 x 30, 2 page, 6 column	$1100.00
Campbell Pony Two Revolution	
No. 3505 Bed 23 x 30, 2 page, 6 column	$1000.00
No. 3579 Bed 23 x 30, 2 page, 6 column	$ 850.00
No. 3392 Bed 23 x 28, 2 page, 5 column	$ 750.00
Century Two Revolution	
No. 3331 Bed 30 x 43, 2 page, 7 column	$2600.00
No. 3653 Bed 39 x 52, 4 page, 7 column	$2800.00
No. 3652 Bed 43 x 56, 4 page, 7 column	$2900.00
Taylor Drum	
No. 2906 Bed 33 x 46, 4 page, 5 column	$ 650.00
No. 1734 Bed 30 x 42, 4 page, 5 column	$ 600.00
No. 3477 Bed 19 x 25, one page, 6 or 7 column	$ 400.00
Cottrell & Babcock Drum	
No. 3233 Bed 29 x 42, 4 page, 5 column	$ 900.00
No. 3381 Bed 32 x 46, 4 page, 6 column	$ 925.00
No. 3263 Bed 32 x 46, 4 page, 6 column	$ 700.00
Hoe Drum	
No. 3026 Bed 20 x 25, one page, 6 or 7 column	$ 650.00
No. 3671 Bed 26 x 34, 2 page, 6 column	$ 775.00
Reliance Babcock	
No. 3156 Bed 34 x 46, 4 page, 6 column	$1100.00
Hoe Drum	
No. 1483 Bed 22 x 28, 2 page, 5 column	$ 425.00
Potter Drum	
No. 2176 Bed 24 x 36, 2 page 6 column	$ 900.00
No. 3292 Bed 28 x 42, 2 page, 7 column	$ 925.00
No. 2738 Bed 32 x 46, 4 page, 6 column	$ 750.00
Cottrell Drum	
No. 1925 Bed 16 x 23, 1 page, 6 column	$ 475.00
No. 2695 Bed 32 x 46, 4 page, 6 column	$ 975.00
Babcock Standard Drum	
No. 3456 Bed 29 x 42, 2 page, 7 column	$1200.00
No. 3651, Bed 22 x 26, 1 page, 6 or 7 column	$ 600.00
Potter Drum	
No. 3264 Bed 37 x 52, 4 page, 7 column	$1000.00
No. 3395 Bed 33 x 50, 4 page, 6 column	$ 850.00
No. 3544, Bed 29 x 42, 2 page, 7 column	$ 800.00
Hoe Drum	
No. 3136 Bed 27 x 33, 2 page, 6 column	$ 725.00
Country Campbell Drum	
No. 2085 Bed 32 x 42, 4 page, 5 column	$ 500.00
No. 2871 Bed 33 x 47, 4 page, 6 column	$ 550.00
No. 3117 Bed 32 x 43, 2 page, 7 column	$ 550.00
Cottrell Drum	
No. 3677 Bed 34 x 47, 4 page, 6 column	$1000.00

Write for Complete List and Descriptions—Terms When Wanted.

C. I. Johnson Mfg. Co.
48-50 East 3rd Street
143-5-7 So. Wabasha Street
Saint Paul, Minnesota

Letters From Our Readers

(CONTINUED FROM PAGE 36)

S. A. SILBERMAN, *National News Service,* 1328 West Lycoming St., *Philadelphia, Pa.*—"I must certainly compliment you upon the admirable way in which your esteemed journal is edited and feel that to miss a single issue would be a great loss to me. In this I am reminded of the remark of Michael Angelo. 'Not only is death each day growing nearer, but the loss of wisdom of understanding may even soon befall us.'"

E. P. HOPWOOD, *Portland* (*Ore.*) *Oregonian*—"We aim to keep our plant strictly up to snuff from a mechanical standpoint, and sometimes new things will appear and be advertised first in trade publications such as yours, and by watching these ads lots of times we get in touch with new machinery quicker than we would otherwise. I turn it over to the foreman of our composing room, also to our mechanical superintendent, and they like it for the articles and also for the advertising they see in it.

(ED. NOTE: *Mr. Hopwood is circulation manager of his paper—one of the country's most distinguished executions in his field.*)

L. S. JAQUA, *Jaqua Printing Co., Humboldt, Ia.*—"I wish to express my congratulations to you on the magazine you are publishing and I find it fills a want, and any printer or publisher would do well to read it thoroughly."

CHARLES-ALLEN CLARK, *American Paint Journal,* 3713 Washington Ave., *St. Louis, Mo.*—"I see *'NPJ'* occasionally, and I want to say that your paper is made up more attractively than any trade paper I know of, and that with such a paper you ought to sell about three times as much advertising as you are carrying."

◆ ◆ ◆

THE TYPE-LOUSE ON A SPREE

From THE COMPOSING ROOM

'TWAS dead of night—the printing plant was quiet and serene,
When from his hole the type louse stole upon the peaceful scene.
The louse was stepping high and wide, his heart was light and free,
His soul advised his morals to bust forth upon a spree.

HE lapped a drink of striped ink and roared a mighty roar,
Then mixed the red type with the black and dumped it on the floor;
He took a case of black-face quads and strewd them round the place,
And with the type condenser smashed the bold italic chase.

HE hid the left-hand shooting sticks and roller setters, too;
And smeared the paper stretcher with a stick of liquid glue;
He mixed the roman gothic with the ten-point nonpariel,
And, generally speaking, wrecked the whole place all to 'ell.

◆ ◆ ◆

THERE'S SCIENCE IN SELLING—"A Primer of Direct Advertising Sales Programs," *S. D. Warren Co., Boston,* contains a series of printing questionnaires. If the printer-journalist would ask himself the questions which are set up, when designing or handling a printing project for a customer, there would be few "poor producers" in selling campaigns conducted with the aid of commercial printing plant products. Everything from the needs of the customer's customers to the paper stock and color to be used can be checked up with the use of these forms.

Diamond Power Cutters

BECAUSE a Power Paper Cutter represents an investment in your equipment to meet its needs for many years to come, you can, by installing a Diamond Power Paper Cutter in your plant, eliminate paper cutting troubles and insure maximum production at minimum cost.

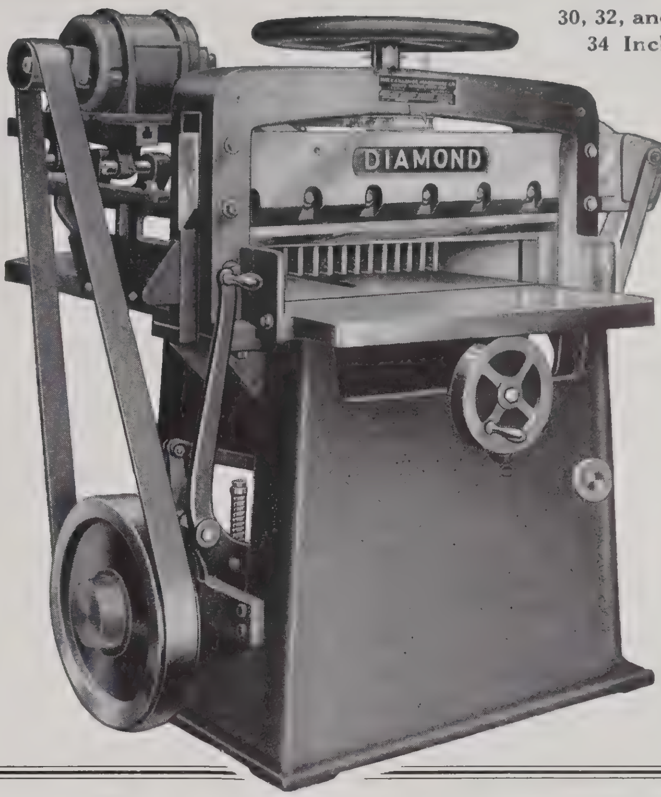
With a Diamond Power Cutter you can obtain maximum production at minimum expense of operation and upkeep. The results of many years of engineering research and study have perfected their manufacture, and due to their dependable service and accuracy there are many thousands of these popular machines in use in all parts of the civilized world.

Send to us or any live dealer for Illustrated Literature and Prices

The Challenge Machinery Co.

Chicago **Grand Haven, Mich.** New York

In Eastern Canada; The H. J. Logan Co., Ltd., Toronto



30, 32, and 34 Inch

Another new typeface series now ready for immediate delivery

Ludlow Black

MATRICES for the Ludlow Black series of typefaces as used in the display lines of this advertisement are now ready for delivery in the 18, 24, 36 and 48 point sizes. Other sizes of the series are under way and will be announced as completed.

Among the many new typefaces cut by the Ludlow Company recently, none is of greater general interest than Ludlow Black. It provides the printer with a powerful, distinctive typeface that can be produced on the Ludlow in slug lines quickly and as needed in endless quantities and with a printing face that is always new.

Any printer or publisher contemplating the purchase of any quantity of a bold face series in single display types should first learn the many merits of the Ludlow System of display composition and test its speed for meeting his own display requirements.

Although speed and economy of production are important qualities of the Ludlow System, still its cardinal features are grounded in the true character and high quality of its typefaces and in the fact that with the Ludlow you always print from clear-cut well proportioned new type that is always type high, and in sizes ranging from 6 to 60 point, including bold, extended, and in beautiful italics with the full kerning effect but with no kerns to break off. These features add both beauty and strength to the Ludlow-set job.

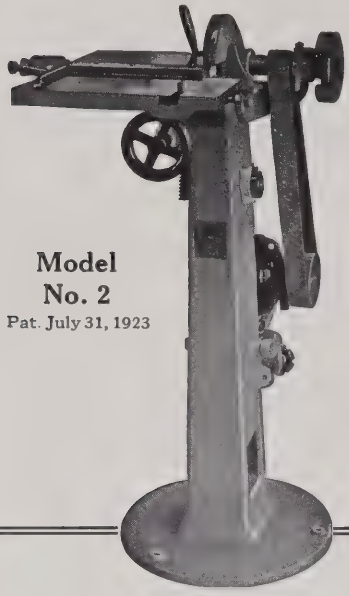
Ask us for specimen pages of the Ludlow Black Series and other recently cut Ludlow typefaces.

Ludlow Typograph Co.

2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

New York
World Bldg.



Model No. 2
Pat. July 31, 1923

Shipped Ready for Use

Compositors Prefer the C. & G. Trimmiter

The test of the operation of a composing room saw is how swift and sure it functions. Its economy is low first cost, negligible upkeep, and the larger amount of work it performs.

C&G TRIMMITER

meets both tests. Efficient machinery reduces the amount of hand labor and allows compositors to use their talents more in creative work. It promotes satisfaction among employes and has a definite influence on the spirit in which they work. The C. & G. Trimmiter is efficient in the highest degree—and costs less.

Sold by all first-class type founders and dealers; or write direct to the maker for illustrated circular, price sheet, etc.

Cheshire & Greenfield Mfg. Co.
538 South Dearborn Street, Chicago, Ill.

Publishers' Ad-Pad

Newspaper Advertising Accounts Placed With Agencies, and New Buyers of Newspaper Space

ACCOUNTS PLACED

American Tobacco Co., New York, N. Y.—Wm. H. Rankin Co., New York, N. Y.

Amole Soap Co., Tippecanoe City, O. (soaps and toilet preparations)—Joseph Schmidt Advertising Co., Cincinnati, O.

B. T. Babbitt, Inc., New York, N. Y. (Cleanser; Lye)—United Advertising Agency, New York City.

Bamberger-Reinthal Co., Cleveland, O. (Doublewear knitted caps, etc.) Wildman Advertising Agency, New York, N. Y.

Banff Laboratories, Inc., Chicago, Ill. (Bobit, preparation for bobbed hair)—Wm. H. Rankin Co., Inc.

Stephen L. Bartlett Co., Boston, Mass. (Bensdorphs Cocoa) —Wood, Putnam & Wood Co., Inc., Boston.

Best Foods, Inc., New York, N. Y. (Nucoa, etc.)—George L. Dyer Co.

Burson Knitting Co., Rockford, Ill.—Maxwell McLaughlin & Co., Chicago, Ill.

Calky Co., Chicago, Ill. (Ford Timer)—Bellamy-Neff Co., Chicago, Ill.

Cambridge Rubber Co., Cambridge, Mass. (rubber clothing) —O'Connell-Ingalls Advertising Agency, Boston.

Chocolate Sponge Co., Brooklyn, N. Y.—George Batten Co., New York, N. Y.

Corona Typewriter Co.,—Barton, Durstine & Osborne, New York, N. Y.

Crown Camera Co., New York, N. Y.—J. A. Snyder Co., Chicago, Ill.

Dental Products Co., Chicago, Ill. (tooth pastes)—Williams & Cunnyngham, Inc., Chicago, Ill.

Charles A. Eaton Co., Brockton, Mass. (Crawford shoes)—Dorrance, Sullivan & Co., New York City.

Economy Electric Lantern Co., Chicago, Ill.—Johnson Read & Co., Chicago, Ill.

Fisher Knitting Co., Buffalo, N. Y. (Everwear neckwear)—E. P. Remington Advertising Agency, Buffalo.

Foot Remedy Co., Chicago, Ill.—H. W. Kastor & Sons, Lytton Bldg., Chicago, Ill.

Franklin Radio Co., Newton, Ia.—Johnson Read & Co., Chicago, Ill.

Gemco Mfg. Co., Milwaukee, Wis. (automotive accessories) —Olson & Enzinger, Inc., Milwaukee.

General Radio Winding Co., New York, N. Y.—Arthur Rosenberg Co., New York City.

Glass Bros., Boston, Mass. (Forget-Me-Not wedding rings) —Goulston Co., Inc., Boston, Mass.

Gold Medal Radio-Phonograph Corp., Ltd., Uxbridge, Ont., Can.—Clarke E. Locke Advertising Agency, Toronto, Can.

Green & Green Co., Dayton, O. (Biscuits)—George Batten Co., Inc.

Hiddick Corp., New York, N. Y. (Sweet cider and vinegar) —N. W. Ayer & Son, New York, N. Y.

Hoge Mfg. Co., Inc., New York, N. Y. (Clothes-Line Reel)—Dauchy Co., New York City.

Frank Holton & Co., Elkhorn, Wis. (Revelation Saxaphone) —Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.

Kaufman Rubber Co., Kitchener, Ont., Can. (Adjusto overshoe)—Federal Advertising Agency, Ltd., London, Ont., Can.

Julius Kayser & Co., New York, N. Y. (gloves and hosiery) —Lord & Thomas, New York City.

Kops Bros., New York, N. Y. (Nemo corsets)—J. Walter Thompson Co., Inc., New York, N. Y.

Koupet Auto Top Co., Belleville, Ill.—Bergen Advertising Co., Inc., St. Louis, Mo.

Beatrice Mabie, Inc., New York, N. Y. (beauty preparations) —Lyddon & Hanford Co., New York City.

BOSTON WIRE STITCHERS

THE model illustrated is our No. 3 BOSTON with a stitching capacity of two sheets to one-half inch. Flat and Saddle Table is combined in one, and made operative for the two classes of work by merely pulling a lock pin. All working parts are singly adjusted by turning the handwheel to gauge the thickness. Several thousand No. 3 BOSTONS are daily turning out high-grade stitching in all parts of the world.

The No. 3 BOSTON is the simplest of all wire stitchers and is easily handled by the operators without expert supervision. Write our Selling Houses for quotations.

General Selling Agent

AMERICAN TYPE FOUNDERS
COMPANY

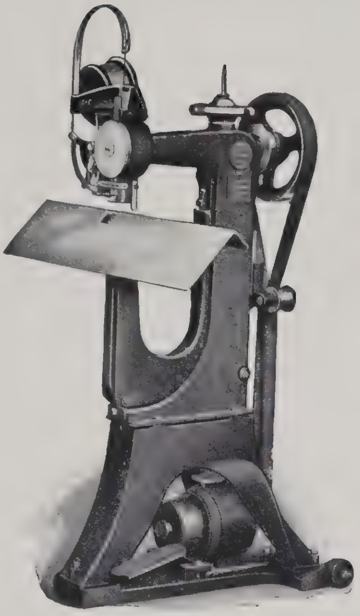


Illustration of No. 3 BOSTON WIRE STITCHER
WITH MOTOR ATTACHMENT

SET IN MEMBERS OF THE GARAMOND FAMILY CLELAND BORDERS

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

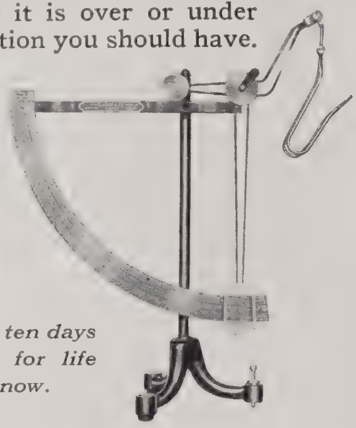
Is Your Print Paper Over or Under Weight?

Newsprint represents the largest single item of expense entering into the production of a newspaper. Are you checking the weight?

The Cady Scale

is a patented instrument which provides a simple and accurate method for testing a small sheet of paper from each roll to determine whether it is over or under weight—information you should have.

With the CADY SCALE you can have a daily report on every roll stripped in your press room.



All goods sent on ten days approval. Write for life size circular now.

E. J. Cady & Company

549 West Washington Blvd. Chicago, Illinois

AFTER ALL IT'S RESULTS THAT COUNT

Over Twenty Years Doing One Thing Well

We Are Now Lining Up Our 1925 Campaigns. To Insure P. C. C. Service for Next Year It Is Advisable to Get in Touch With Us Now.

We are now conducting campaigns on the following papers:

THE DAILY REPORTER — La Grange, Ga.
THE DAILY RECORD EAGLE — Traverse City, Mich.
THE DAILY TIMES — Hendersonville, N. C.
THE EVENING JOURNAL — Washington, Iowa
THE DAILY NEWS — Hibbing, Minn.
THE AURORA BULLETIN — Aurora, Ind.
THE CALHOUN COUNTY ARGUS — Anniston, Ala.
THE COMMERCE NEWS — Commerce, Ga.
THE MESSENGER — Berkeley Springs, W. Va.
THE COURIER — Roxboro, N. C.
THE PROGRESS — Easley, S. C.
THE BENSON REVIEW — Benson, N. C.

DON'T PUT YOURS OFF — PUT IT ON

Campaigns Handled in Order Booked
"A WIRE WILL SAVE TIME"

PACIFIC COAST CIRCULATION SERVICE
Self Financing Circulation Campaigns.
301 Bell Block Cincinnati, Ohio.

PUBLISHERS' AD PAD

(CONTINUED FROM PAGE 40)

Manhattan Rome Co., Long Island City, N. Y. (day beds, davenports, etc.)—Biow Co., Inc., New York, N. Y.

National Butter Producers Educational Committee—Fred M. Randall Co., Chicago, Ill., appointed to direct advertising campaign to stimulate sale of butter.

National Perfume Co., Chicago, Ill.—Philip Morris Adv. Service, Chicago, Ill.

O'Cedar Corp., Chicago, Ill. (mops, polishes, etc.)—McJunkin Advertising Co., Chicago, Ill.

Paige-Detroit Motor Car Co.,—Hoops Advertising Co., Chicago, Ill.

Rad Products Corp., Buffalo, N. Y. (soap for mechanics)—E. P. Remington Advertising Agency, Buffalo, N. Y.

Royal Typewriter Co., Dorrance Sullivan & Co., New York, N. Y.

Shamrock Mfg. Co., Newark, N. J. (compound reflect radio kits)—Charles W. Hoyt Co., Inc.

Standard Diary Co., Cambridge, Mass. (Diaries)—Wood, Putnam & Wood Co., Inc., Boston, Mass.

Stewart Radio Corp., Chicago, Ill.—Conover-Mooney Advertising Co., Chicago, Ill.

Twin-High Sales Corp., New York, N. Y. (transmission for Ford cars)—J. H. Newmark, Inc., New York City.

Two Rivers Electrical Co., Two Rivers, Wis.—Hannah-Crawford, Milwaukee, Wis.

Vollrath Co., Sheboygan, Wis. (enameled wares)—George Batten Co., Inc., Chicago, Ill.

Wolverine Bumper & Specialty Co., Grand Rapids, Mich.—White Advertising Agency, Grand Rapids.

Woolson Spice Co., Toledo, O.—Sweeney & James Co., Cleveland, O.

AGENCY CHANGES

Corman Co., Inc., New York, N. Y.—William Cole Esty elected Vice-president.

Charles C. Green Advertising Agency, Inc., New York, N. Y.—Douglas Wakefield Coutlee appointed business manager; Orval O. Cook, office manager.

Keelor-Stites Co., Cincinnati, O.—Formerly Keelor & Hall Co. L. S. Stites, president; H. G. Shepard, vice-president; H. G. Keelor, secretary; S. B. Mallon, secretary.

Miller, Black & Vanderbilt, Inc., New York, N. Y.—Name changed from Miller, Black & Lewis, Inc.

Nichols-Evans Co., Cleveland, O.—A. J. McElhone becomes vice-president.

Picard, Bradner, Brown, Inc., New York, N. Y.—Formerly Picard & Co.

Smith, Sturgis & Moore, Inc., New York, N. Y.—Purchased advertising business of W. S. Hill Co.

United Advertising Service, Oakland, Calif.—Formerly Cummings Advertising Service and Townsend Advertising Service; consolidated.

Michael J. Werner and Associates, Inc., Buffalo, N. Y.—Name changed from Buffalo Advertising Agency.

NEW AGENCIES

John Bunker, Inc., Cincinnati, O.

James A. Devine, 1270 Broadway, New York, N. Y.

Hannah-Crawford, Inc., Milwaukee, Wis.—Office opened at Green Bay, Wis.

Institutional Advertising Service, Inc., New York, N. Y.—Conrad Lange, Jr., Jules R. Arbocz, George W. Hinckley, and L. F. Mowrey.

Klee, Haehnle, McBreen, Inc., Cincinnati, O.—President, R. E. McBreen; vice-president, W. F. Haehnle; secretary-treasurer, A. Kleesattle.

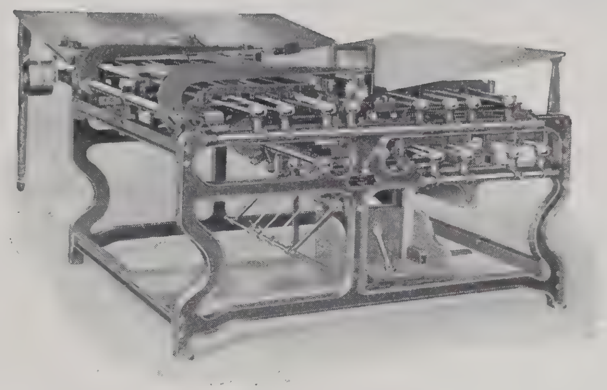
Lanyon-Bowen Service, Cleveland, O.—James H. Lanyon; Miss Georgia M. Bowen.

W. A. Lydiatt, Ltd., Toronto, Ont., Can.—W. A. Lydiatt; W. G. Abel.

Ray T. Mills, Lewiston, Mo.

Carl Reimers Co., New York, N. Y.—Carl Reimers, Charles H. Bauer, Boyden Sparkes.

MENTGES NO. 2 NEWSPAPER FOLDER



Mentges Newspaper and Periodical Folders represent a manufacturing ideal—real folding machine service at minimum cost.

Mentges Folders are not experiments. Hundreds are in operation in Newspaper Plants throughout the country. The No. 2 machine shown in the illustration has been continuously manufactured since 1916.

This machine is accurate, efficient, easily adjusted and very substantial. Will handle periodicals as well as Newspapers. Very moderately priced. The ideal installation for the smaller Newspaper Offices.

There is also a complete line of Mentges Circular, Job and Book Folders, ranging in size from 12½ x 19″ to 25 x 38″

Write for full details.

THE MENTGES FOLDER COMPANY
SIDNEY, OHIO
"BUILDERS OF PROFITABLE FOLDING MACHINERY"

Evidence!

A few of the many letters received from "NPJ" subscribers from all parts of the country.

"We regard the "NPJ" as the best trade paper which comes to our office. Each issue is full of real value giving ideas."

"I have many times secured ideas from your publication that pays for the subscription price many times over."

"Every issue is worth more than the price for one year."

"We are getting more than the value of a year's subscription out of each issue. It is one of the trade journals to which we subscribe, we watch for, and read carefully."

"NPJ" Readers Realize Full Return on Their Subscription Investment.

"It Pays Dividends"

London Office,
23 Farringdon Avenue,
London, E. C. 4

Cable Address
"Bakando"
New York

SURPLUS PRINTING EQUIPMENT

"Used but Good"

Special for This Month

One Campbell Web Multipress, printing from type or flat forms (no stereotyping) papers of 4, 6 or 8 pages, 22 inches long, delivering same folded ready for mail, at 3000 per hour. Fine for small daily or large weekly circulation. Sold because of consolidation, at very low figure. Write or wire for details and price.

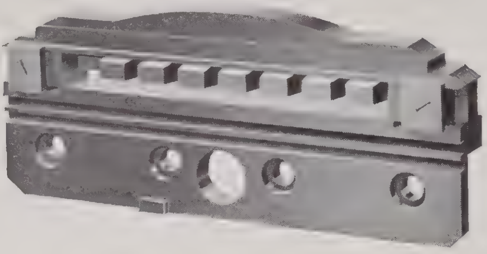
Send for Our Complete List of Surplus Equipment

BAKER SALES COMPANY
200 Fifth Ave. New York City

REMOVAL NOTICE

In order to better accommodate its rapidly growing trade, Ashton G. Stevenson, Inc., has recently moved into its new quarters, 859 North Franklin Street, Chicago, Ill.

Stevenson Furniture Mold



can be installed on any Linotype or Intertype and will cast your own space and base material.

It will always give you an ample supply of base and spacing material which is so essential to the efficient operation of your composing room.

Let us send you
a descriptive catalog

Ashton G. Stevenson, Inc.
859 No. Franklin St. Chicago, Ill.

What Is Christmas Without

The Shop-o-scope
TRADE MARK

Approximately 25 million people—one out of every four persons in this country—will be reached and helped in their Christmas buying by the Shop-o-scope service.

The combined circulation of the newspapers using this sixth and greatest of our annual "Christmas Gift Suggestions" Campaigns is over 6,000,000. (This figure times four readers per paper makes approximately 25,000,000 Shop-o-scope shoppers.)

The list of Shop-o-scope newspapers for 1924 shows an increase of almost 50% over last year. It is being promoted in forty-one states and Canada by 265 newspapers.

There are no two ways about it—the Shop-o-scope is a national Christmas institution!

The Basil L. Smith System, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

A Great Book, by "Mac"

Dedicated to International Association of Printing House Craftsmen, with Keynote: "How Can I Sell More Good Printing, at Fair Profit, on a Non-Competitive Basis?"

SELLING CREATIVE PRINTING, *By "Mac" (George O. McCarthy); Book designed by William Colvard ("Jack");* THE CHIMES PRESS, INC., 117 *East Pico St., Los Angeles, Cal.*—The author of *Keeping the Wheels Going* and numerous other publications of practical value to printing plants, small as well as large, has condensed the many fulsome years of experience he has had in the "back office" and "on the street" in creating ideas with which to sell printing and newspaper advertising space, into this fine, wonderfully-done book. There are twelve, 9x12, chapters illustrated with modern typographic designs, many of them in colors and printed directly.

The chapter headings give an idea of the range of subjects covered, and it is plain from the contents that the counsel and advice contained in them are based on actual, practical experience: *Advertising Campaigns; Broadsides and Mailing Cards; Programs, Folders, Menus; Business Stationery; Novelty Advertising; Announcements; Printers' Advertising Ideas; Catalogs and Booklets; Advertising Blotters; Society Stationery; Business Cards,* and *Greeting Cards.* In the back are special exhibits of specimens in colors.

Mr. McCarthy's publishers declare that the volume, the beauty and utility of which constantly recurs to one in examining it for review, is "written so the devil can understand it". We may well add to this: "And *use* it". It may sound as an exaggeration, but we believe that the average customer in the printing office or at his desk, can be put into a receptive and interested frame of mind as to buying of printing by showing this book to him, thus easily paving the way not only for sales, but more sales, better sales and larger sales.

"NPJ" learns with interest that "Mac" is getting ready another volume on which he has been working for three years (not counting the years of experience back of that) and which will be entitled "Advertising Fakirs". This book, it is reported, will endeavor to show up the advertising fakirs who prey on publishers, printers and the business men. It is being built on actual experiences. Advance orders are being taken. This ought to be a fine "side-kicker" and co-partner to the constructive thought, ideas and specimens in "Selling Creative Printing". Both books will do much, we believe, in getting many printers and publishers into the "creative" class of business men, who *make* business for plants—and for customers.—*J. L. M.*

PRINTING TYPE SPECIMENS, WITH PRINTING GUIDE, *By Henry Lewis Johnson:* THE GRAPHIC ARTS CO., *Boston, Mass.*—Specimens of the complete range of types and decorative material, with fundamental information about papers, inks, presswork and binding comprises the subject matter of this book. Samples of types, borders and ornaments most frequently used, and suggestions for composition and color separation make the book valuable for layout man and printer.

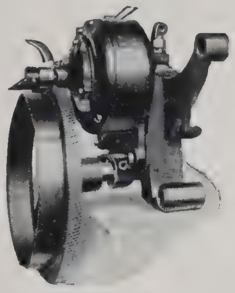
As one admirer summarizes it: "The contents deal with standard sizes of book papers, various sizes of card stock, varieties of writing papers, standard sizes for commercial printing, sizes of envelopes, styles of binding, the use of printing inks, and the symbolism of colors; also a glossary of printing terms."

Approximately 75 percent of the general details of printing are agreed upon at customers' desks rather than at the printing office. This book is a reference book which can be used to great advantage in such conferences.—*C. H. D.*

THE NEW PUBLISHER, *By R. T. Ports,* PORTE PUBLISHING CO., *Salt Lake City, Utah:* This book relates, in fiction form, (with a love element in the last chapter!) the evolution of a graduate of a college of journalism from commencement day to the position of a successful publisher of a country weekly. The evolution takes the young man through the proverbial "mill" of learning all about publishing a paper—from setting type, elementary bookkeeping, etc. to competing with fake subscription campaigns, joining state press associations and other modern experiences among the country weekly publishing fraternity. It is a good book for the graduate of a college of

(PLEASE TURN TO PAGE 46)

Newspaper Production Demands Efficient Motors



Cushman Improved Offset Motor

Is the Ideal Equipment for

Linotypes - Intertypes - Linographs

The patented features of the Cushman Offset Motor make it the most reliable and efficient motor in the world.

It saves from 30% to 50% in your operating costs and is your best insurance against delays in your composing room.

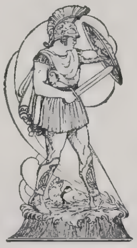
Guaranteed to give satisfaction.

Motors sent on 30 day trial order.

Cushman Electric Co.
Concord, New Hampshire

SPARTAN
TYPE METALS

NINETEEN TWENTY-FOUR has been one of our greatest years in the production and sale of type metals.

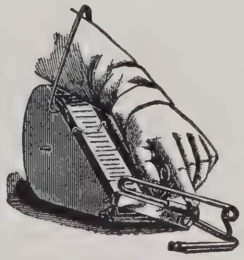


THE PRINTING WORLD RECOGNIZES THE SUPERIORITY OF

SPARTAN

AND WE RECOGNIZE OUR RESPONSIBILITY

MERCHANT & EVANS CO.
SINCE 1867
PHILADELPHIA CHICAGO KANSAS CITY
NEW YORK CLEVELAND WHEELING
LANCASTER, PA.



THE ROBERT DICK
MAILER

- Reduces mailing expense
- Efficient
- Light
- Inexpensive
- Addresses (expert) 8,556 an hour
- Beats them all
- Leads, others follow
- Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

SOLID

Certainty of supply is as important as price or quality. Dependability is a vital factor.

In looking to Western States for your envelope service you are putting rock-ribbed dependability under your foundation.

Guesswork is gone. You *know* that we'll have—or will immediately make—whatever your specifications call for.

Think of it. Nearly 600 styles—over ten million envelopes—ready to ship the day of order. Many of them the so-called "specials" that take weeks to go through ordinary factories.

They're all in free Price List No. 26

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

SOME OF THE USES of the Cadillac Portable Electric Blower

Equipped with Norma Ball Bearings Requires no oiling

"We use it on press folder to get the 'paper dust' out, and find it O. K."

"We use it to keep dust out of our type cases."

"We use it to blow dust from the keyboards, magazines and motors."

"We use it to keep our electric motors clean and efficient."

"After the linotype machinist and pressman are through with it, our janitor uses it to remove dust and dirt from radiators and other places difficult to clean in ordinary way."

Descriptive folder giving price, names of users, etc., supplied on request.

CLEMENTS MFG. CO.
616 Fulton Street Chicago
Canadian Factory: 81 Duchess St., Toronto

Don't "Pig" Metal

MONOMELT SLUG FEEDER

Has eliminated the metal furnace successfully in large and small plants. Satisfaction guaranteed. Write for free trial offer.

PRINTERS MANUFACTURING COMPANY
706-16 Palace Bldg., Minneapolis

"NPJ" BOOK TABLE

(CONTINUED FROM PAGE 44)

journalism who wants to know more about the possibilities for success in the small paper field, and it will help the established publisher to improve his methods in every department of the business.—*C. H. D.*

SMALL STORE ADVERTISING, *Chamber of Commerce of the United States, Washington, D. C.*—"To enable the owner of the small retail store to make the most economical and effective use of the money he has available for advertising." Publishers should exert themselves to have placed in the hands of advertising customers a copy of this useful booklet. It develops the theme, *Advertise Consistently.* It takes up the fundamentals of effective lay-out, slogans, campaigns, and the advantages of the various kinds of advertising for different purposes, and is illustrated with many examples.—*C. H. D.*

THE MIEHLE VERTICAL—A series of six lessons in pamphlet form on the efficient operation and care of the Miehle Vertical Automatic Job Press, issued by the *Department of Printing and Publishing,* CARNEGIE INSTITUTE OF TECHNOLOGY, *Pittsburgh.* The lessons are exceptionally clear, well written, and the typography of the booklets is a splendid example of catalog work. There are many illustrations to assist the student to visualize the parts and their operations—*C. H. D.*

EXECUTIVE TRAINING FOR THE PRINTING AND PUBLISHING BUSINESS; *Department of Printing and Publishing, College of Industries,* CARNEGIE INSTITUTE OF TECHNOLOGY, *Pittsburgh.*—An elegant example of fine typography and presswork and tasteful choice of paper. The booklet is more than a catalog. Opportunities for young men in the printing and publishing business are reviewed, the various divisions within the trade described, and suggestions offered for their pursuit by those adapted to such divisions by nature and training—*C. H. D.*

FINE AMERICAN COLOR PRINTING—A publication which in every respect amply carries its significant and broad title, is the volume of the foregoing name just received from the West Virginia Pulp & Paper Co., by members of the *"NPJ"* staff. The booklet was mailed during the past month by the company and distributors, and its purpose is to give printers *and their customers* a showing of a wide range of illustrations especially suitable for printing on certain coated book papers. The demonstrations, made with rare and beautiful engravings of various subjects and in most enticing colors, bear upon the adaptability of the Westvaco's Velvo, Marquette, Sterling, Pinnacle Extra Strong and Embossing enamels for letterpress color work. Commercial, magazine and newspapers printers and publishers all get an interesting reminder in one of the first statements in the booklet:

> "The single development of outstanding merit in American magazines during the last decade lies in the passing of artistic color illustrations from the text to the advertising pages * * * The triumph of advertising art is complete."

The booklet contains thirteen illustrations from national advertising. As they are run from original plates, and their reproductions in the magazines can be compared directly with the work in the booklet on various specially adapted papers, the publication presents a most striking and unusual demonstration in line with the growing tendency and demand for discrimination in the selection of papers for particular illustration plates and whole jobs.

◆

ADDITIONS, REBUILDINGS; NEW HOMES, NEW EQUIPMENT

Fairhope (Ala.) Courier—Completed new home.
Eureka (Calif.) Humboldt Standard—Moved into new building.
San Francisco (Calif.) Chronicle—Moved into new building.
Alexandria (Ind.) News—Moved into new home.
Peru (Ind.) Journal Publishing Co.—To erect new building.
Albia (Ia.) Monroe County News—Building new home.
Maiden (Mass.) News—Moved into new home.
Quincy (Mass.) Patriot-Ledger—Moved into new home.
Cape Girardeau (Mo.) Southeast Missourian—To erect new building.
Weeping Water (Neb.) Republican—Moved into new home.
Syracuse (N. Y.) Telegram and Sunday American—New home nearly completed.
Cleveland (O.) Times—Building new home.
Butler (Pa.) Eagle—Moved into new home.
Scranton (Pa.) Times—Plan to build new home.
McIntosh (S. D.) Globe-Chief—Building new home.
Raymond (Wash.) Argus—Building new home.
Black Earth (Wis.) Dane County News—Moved into new home.
Milwaukee (Wis.) Journal—Moved into new $2,000 000 plant.

MONOTYPE EQUIPMENT

For Sale

1 Style D Keyboard with justifying scale, repeater attachment and 90-em wide measure attachment. Serial number 7788.

1 Composing Machine with one matrix case and one special Monotype motor, 110 volt direct current. Serial number 5932.

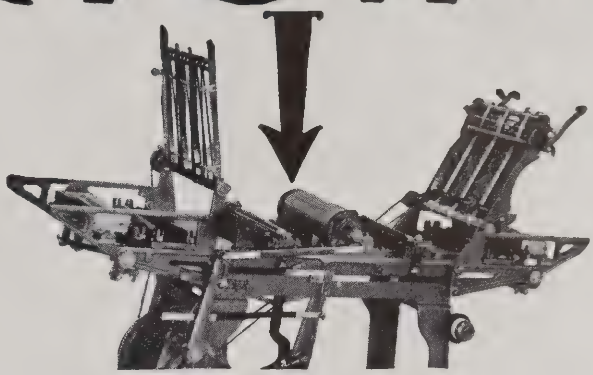
2 Lanston Casting Machines with lead and rule attachment, and one matrix holder, also special Monotype motor, 110 volt direct current. Serial number 4872 and 4874.

1 Lanston Casting Machine, one matrix holder, also special Monotype motor, 110 volt direct current, no lead and rule attachment. Serial number 4871.

Also a quantity of Display Mats for use with the above equipment.

THOMAS W. HALL COMPANY
INCORPORATED
512 WEST 41ST STREET, NEW YORK

NOW!



A Make Ready Cylinder

One of many distinctive features of this new kind of job press. Instantly accessible for make-ready that satisfies the most exacting printer. Speed up to 4800 impressions per hour. That means PROFIT. See M-24. Write for name of agent near you who has M-24 on exhibition.

LISENBY MFG. CO.
222 North Wabash Ave., Dept. D Chicago, Illinois

M-24

ONLY 11c A DAY

A Power Punching Machine

complete with electric motor of suitable voltage, dies, gauges, stand and 54 inch collapsible table. Built to deliver permanant service on any kind of round or loose leaf holes, we call this our

Nelson Junior Model

Less Expensive Than a Foot Power Punch

C. R. & W. A. NELSON, Inc.
227 N. Michigan Ave. Chicago, Ill.

What Does "ADVERTISING" Mean to Printers?

There is but one place for the printer to learn what Advertising means to his business welfare and that is in

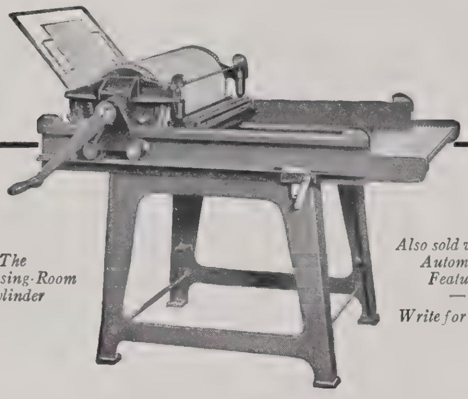
The Printing Art

In the November number, for example, a director of printing for a large New York Advertising Agency rips away the mystery veil of obscurity which has hidden the reasons for the lack of printer-advertising.

There are examples of both good and bad printer-advertising with explanations of faults and suggestions for improvements. You may find answers to some of your own bothersome perplexities.

There are other mental stimulants in this 100-page illustrated monthly magazine which is devoted to the development of printing and printed salesmanship, and the price is but 40c (45c in Canada). Send U. S. postage or coins before the limited edition is exhausted.

The Printing Art
Dept. C
Cambridge, Mass.
Near Harvard Square



The Composing-Room Cylinder

Also sold without Automatic Features — Write for Prices

Prevention of Waste

is the keystone of all manufacturing and business success. One of the most serious leaks in the printing office has been the cost of makeready on the press. To correct imperfect printing surfaces on the press is just as costly as the correction of typographical errors on the press. The invention and perfection of the

Vandercook Rigid Bed
Composing Room Presses

has obviated this waste. The first proof taken on one of them shows just what is needed to assure perfect printing surfaces, and a large part of the time-consuming work and expense for makeready can be saved before the pages are locked up.

All cylinders for all Vandercook presses are ground

Write us for complete information

Vandercook & Sons *Originators of the Modern Proof Press*
1716-22 W. Austin Ave., Chicago, Ill.

Better Metal Rules
At Less Cost!

We specialize in Hand-Made Metal Rules superior in printing qualities to any metal rule made —and at less cost.

Did you receive your copy of our rule chart showing 280 faces of Hand-Made Metal Rules? Send today!

Printers Supply Service
719 S. Dearborn St., Chicago, Ill.

Central States Sales Agents
MARGACH METAL FEEDERS

Rule used on this ad is our No. 697

ASSOCIATION NEWS

DATES FOR PUBLISHERS, PRINTERS, EDITORS

December

AMERICAN ASSOCIATION OF TEACHERS' OF JOURNALISM. 29-31, Chicago.

January, 1925

AMERICAN SOCIETY OF NEWSPAPER EDITORS, 17, Washington.

NORTHERN MINNESOTA EDITORIAL ASSOCIATION, 29-31, Little Falls.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—May 10-14, Houston, Tex. Classified managers association likely to meet at same time and place.

February, 1925

TEXAS PRESS ASSOCIATION, 6-7, Austin, Tex.

INLAND DAILY PRESS ASSOCIATION—Morrison Hotel, Chicago, 18-19. Tentative date summer meeting, June 21, West Baden, Ind., with other major regional associations.

May. 1925

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES. 10-14, Houston, Tex., in conjunction with Associated Advertising Clubs of the World.

June, 1925

NATIONAL EDITORIAL ASSOCIATION, Richmond, Va.

MIDWEST CIRCULATION MANAGERS' ASSOCIATION, 8, Colorado Springs, Colo. (Day before International convention opens.)

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Colorado Springs. Colo.

October, 1925

NATIONAL ASSOCIATION OF STATE PRESS MANAGERS. St. Louis, Mo.

◆ ◆ ◆

ASSOCIATION ELECTIONS

UNIVERSITY PRESS CLUB OF MICHIGAN—President, A. L. Miller, Battle Creek Enquirer-News (re-elected); vice-presidents, A. N. Vandenberg of Grand Rapids, Murl Defoe of Charlotte, and Arthur Treanor of Saginaw; treasurer, John L. Brumm, Ann Arbor (re-elected).

MAINE PRESS ASSOCIATION—President, Listen P. Evans, Dover-Foxcroft; vice-president, C. F. Mann, Lisbon Falls; secretary-treasurer, H. W. Saunders, Brunswick. Executive Committee: Albert K. Stetson, Houlton; Nathan H. Small, Belfast; Ora L. Evans, Dover-Foxcroft.

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION—President, J. R. Gabbert, Riverside Enterprise; (re-elected) first vice-president, F. M. Keffer, Van Nuys News; second vice-president, F. S. Hosfelt, Rialto Record; treasurer, A. V. Douglas. La Habra Star; record secretary. Timothy Brownhill, Puente Journal.

TEXAS DAILY PRESS LEAGUE—President, K. K. Hooper, Sherman Democrat; vice-president, Homer M. Price, Marshall News; secretary, Walter Murray, Ranger Times. Executive Committee: Harry T. Warner, Paris, News; S. E. Miller, Mineral Wells Index; W. S. Spotts, Bonham Favorite; J. L. Nunn, Amarillo News; W. C. Edwards. Denton Record-Chronicle.

IOWA FIRST DISTRICT EDITORIAL ASSOCIATION—President, C. C. Caswell, Cherokee Chief; secretary-treasurer, Otto F. Bartz, Sheldon Sun. (re-elected.)

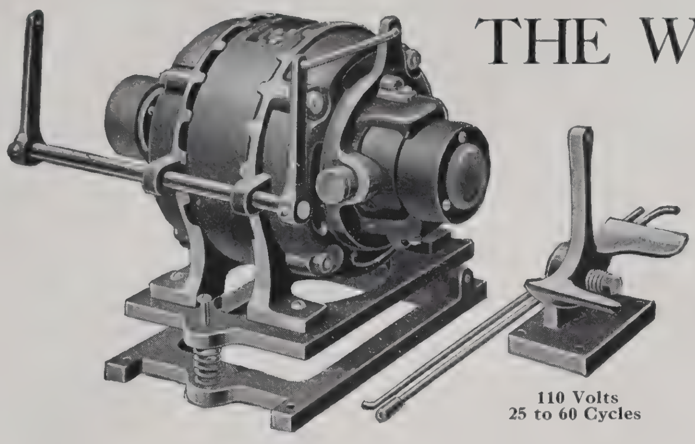
PERIODICAL PUBLISHERS ASSOCIATION—President, Robert Cade Wilson, McCall Co.; (re-elected) vice-president, Frank J. Braucher, Crowell Publishing Co., New York City; secretary-treasurer, A. C. G. Hammesfahr, Cosmopolitan. New York, N. Y.; executive secretary, Dr. Ralph E. Rindfusz.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS—President, Robert R. Myers. Des Moines, Ia.; first vice-president William J. Onink, Jr., Buffalo, N. Y.; second vice-president, C. J. Hirt, Toronto, Can.; secretary-treasurer, George W. Beever, Baltimore, Md.; Statistician, Fred W. Gage, Battle Creek, Mich.

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS—President, A. T. Miller, Nashville (Tenn.) Banner; vice-president. Louis J. Frenkel, Atlanta (Ga.) Georgia; secretary-treasurer, W. H. Clifton, Macon (Ga.) News. Board of Directors: L. R. Littlejohn, Spartanburg (S. C.) Herald; G. W. Ritchie, Memphis Tennessean; J. W. Mann, Lexington (Ky.) Leader; C. F. Melbane, (Tenn.) Commercial Appeal; G. B. Morgan, Nashville (Tenn.) Raleigh (N. C.) News and Observer.

NEW ENTERPRISES, OFFICES AND PLANTS

Hyder (Alaska) Weekly Herald.
Ketchikan (Alaska) Alaska Fisherman—Formerly Skagway Alaskan.
Mena (Ark.) Arkansas Mule—E. B. Smith and Grover C. Konkler.
Lomita (Calif) Progress.
Whittier (Calif.) Herald.
Chicago Heights (Ill.) Standard.
Flat Rock (Ind.) Weekly Journal.
Essex (Md.) Star.
Kearney (Mo.) Echo.
Maxwell (Neb.) Enterprise.
New York (N. Y.) Jewish Daily Bulletin.
Chattuck (Okla.) Journal—Grover C. Mitchell.
Banks (Ore.) Tribune.
La Grande (Ore.) paper established by L. C. Binford.
Keystone (S. D.) News.
Rutland (S. D.) Reporter.
Wallace (S. D.) Sentinel—A. E. Graber.
Richmond (Va.) Virginia Jewish Weekly.



110 Volts
25 to 60 Cycles

THE WARNER VARIABLE SPEED ALTERNATING CURRENT MOTOR
for JOB PRESSES

Motors are equipped with double row self-aligning Ball Bearings. You want a motor that will give the least possible trouble. **WE HAVE IT**

Bearings will run at least three years before re-oiling is necessary. Brushes are long life. Printers are getting over a year's run on an average on one set of brushes.

Stop, start, decrease or increase speed with the foot.

Your hands have enough work to do, let your foot do a little of it. Satisfaction guaranteed or money refunded.

WARNER ELECTRIC CO.
KALAMAZOO, MICH.

If It's

WOOD TYPE

IN A HURRY

ASK

Empire Type Foundry
Delevan, N. Y.

THE SIMPL-O CASTER

Is a Complete
Stereotype Outfit
Burns Gas or Gasoline

Anyone can operate — Casts from ordinary mats. Hundreds of satisfied users. Write for circular describing time-saving equipment for the Publisher.

72.50

SOLD ON
EASY PAYMENTS

SIMPL-O CASTER COMPANY
PARK BUILDING CLEVELAND, OHIO

GREETING CARDS

Engraved from Steel Dies so type can be used for adding name.

* * *

CALENDAR CARDS

to fit 6¾ Envelope in four colors of stock, furnished with Calendar Steel Die Embossed or printed in the regular way. Send for samples.

* * *

AMERICAN EMBOSSING
COMPANY

192-96 Seneca Street BUFFALO, N. Y.

1458 Publishers Now Mould Their Own Mats

At last the long-sought-for paper has been found. We guarantee absolute satisfaction or your money promptly returned in full. We make it unreservedly. It is a mat paper simple to use and requires no experience for making perfect mats every time. You can mould them on a proof or hand press as well as on your job press. The mats will not blister when the cast is made.

Release All Type
in Standing Jobs!

You know the many advantages of having all type in your standing jobs released. You can hold every job for which you may receive repeat orders. All you have to do is to file away the mats of standing jobs. Set your job — mould a mat — and print from a cast of that. Duplicate composition from as many casts as you care to run at one time. Mats of mast heads, headings, ruled work, display type and complicated jobs will eliminate all tie-up of good and expensive type.

HERE'S WHAT YOU GET

The complete set, comprising molding blanket, brushes, powder, felt packing and 24 sheets of A. F. Co. paper, 10 in. by 12 in. and complete instructions. Price $5.00, cash or C. O. D.

Separate sheets of mat paper, 10 x 12 inches — without the mat-making equipment are $1 per dozen. No Order less than 2 dozen, cash or C. O. D. Immediate delivery can be made.

AMERICAN FLONG CO.
202 West 20th St. New York City

Put Up in Government Measure!

NURAX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

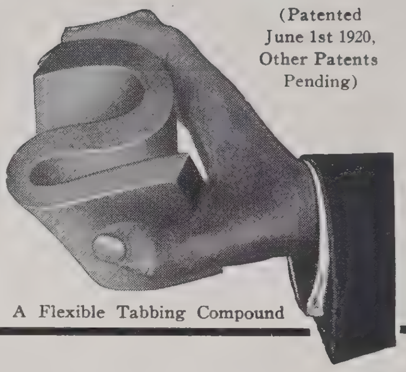
SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural **Put up in Gallons or Quarts** **Government Measure**

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.



(Patented June 1st 1920, Other Patents Pending)

A Flexible Tabbing Compound

PHENOID *INSTANTANEOUS* TYPE CLEANER

Test "Instantaneous" on the dirtiest type forms, cuts and fountains in your shop. You'll find it the fastest solvent you have ever used.

Trial Quarts $1.00 Gallons $3.00

CHALMERS CHEMICAL COMPANY

Specialists in Solvents and Detergents for over 20 years

123 CHESTNUT STREET NEWARK, N. J.

HOW MUCH ADDRESSING

do you have to do?

WHAT METHOD DO YOU USE?

We manufacture machines for addressing from metal plates at speeds of from 2500 to 30,000 impressions per hour. The work is done as neatly as a typewriter.

Tell us your addressing problems and get our proposition.

POLLARD-ALLING MFG. CO.

Addressing-Mailing-Listing Machines

224 West 19th Street, New York City

Reprints of Articles

Appearing in this magazine may be ordered from

The Trade Press Publishing Co.
129-135 Michigan Street, Milwaukee, Wis.

Price for Reprints

1 Page—$ 7.50 first 1000 or less
2 Page—$11.50 first 1000 or less

Quotation for larger quantities on application

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

J. Ruesch Prtg. Mach. Co.

DEALERS IN

New and Rebuilt Cylinder and Job Presses and Book Binding Machinery

SELLING AGENTS FOR

Electric Welded Chases and other Press and Composing Room Equipment

O. K. Paper Cutting Knives
Perforating Machines
Ortleg Ink Agitators
Folding Machines
Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
Proof Presses

Milwaukee, Wisconsin

Damon Type Founders Co.

INCORPORATED

44 Beekman Street, New York, N. Y.

Manufacturers of Point Set, Standard Line

TYPE

We furnish everything the printer requires, except paper, whether it be type, materials or machinery. Send for our latest catalog of type.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelieveable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
WE check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatlin Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

Nine Partlow mouth and throat unit heat controls for Intertypes, Linotypes and Ludlows. Cost new $110. Used three months. Will sell for $85. Address Post Office Box 1131, Lancaster, Pa.

WEB PRESSES FOR SALE

Hoe 12-page web press; Hoe 16-page web press; Goss 16-page Junior straight line; Potter 16-page with color; Hoe 20-page web press; Hoe 32-page right angle quad; Goss half-tone and color press for comics, etc; Scott five-color press. All above presses with stereotype equipment. Campbell Multipress 8-page, from flat forms (No Stereotyping). All good outfits and all but one at very low prices. For details address Baker Sales Company, 200 Fifth Avenue, New York City.

HARRIS AUTOMATIC PRINTING PRESSES, all models and sizes, single and two-color; rebuilt and guaranteed; prompt delivery, fair prices. Konecky Bros., 252 Pennsylvania Ave., Brooklyn, N. Y.

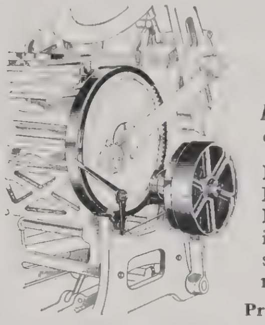
FOR SALE—Linotypes. Model 1, $600. (Good terms). Model 5, $1250. Model 14, $2650. Model A and B Intertypes. All machines sold under good guarantee. Over 30 machines for your selection, with electric or gas pots, 50 fonts of matrices; from two large plants now being sold. Other bargains. Peckham Machinery Company, (12 years Linotype sales) Plant Sale Specialists, Broadway at 34th street, New York City.

WANTED TO BUY

Wanted to buy: Harris S1 two-color press, in good condition. Box L-1, National Printer-Journalist, Milwaukee, Wis.

WANTED—Two modern steel type stands, one large steel top imposing stone, several cut racks. Must be in good condition. Write full particulars and price. Box L-2, National Printer-Journalist, Milwaukee, Wis.

HORTON VARIABLE SPEED PULLEYS
Provide *"A Speed for every need"*



SMOOTH
SILENT
UNLIMITED
CHANGES IN SPEED
By the simple movement of a conveniently placed Hand Lever

Illustrating the Drive Shaft Model "R" on a Chandler & Price Press, OTHER MODELS in Drive Shaft Type, Countershaft Type and for Direct Connection to Motors.

Products of the
HORTON MANUFACTURING CO., Minneapolis, Minn.

Rotary Gathering Table

Variable Speed, Two to Six Revolutions per Minute

Time and Labor Saving Device for Gathering Book Sections, Single Sheets, Envelopes or Calender Pads.

Three Styles—Prices $225 to $285 F. O. B. Chicago

City Sales Room — Printing Trades Display Room — Transportation Bldg.

THE EFFICIENCY BINDERY TABLE COMPANY
General Office: 12130 Eggleston Avenue, Chicago

Saves Eye-sight Strain

Cuts Errors 50%

Particulars on Application

Matrix Contrast Corporation
33 West 42nd Street New York City

TYPES THAT TALK
Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

Your story
in pictures
leaves
nothing
untold

Premier
perfect plates
tell
the story
best

Builders of Business

IT IS hardly necessary in this day to emphasize the importance of good illustrations to the publicist or the manufacturer. They know that pictures no less than copy are builders of business. The making of illustrations is in itself a highly specialized business. It is a highly skilled craft. By a trial let us prove to you that we furnish the sort of intelligent co-operation that you desire in the preparation of your illustrations. Our work covers every phase of the engraving field.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

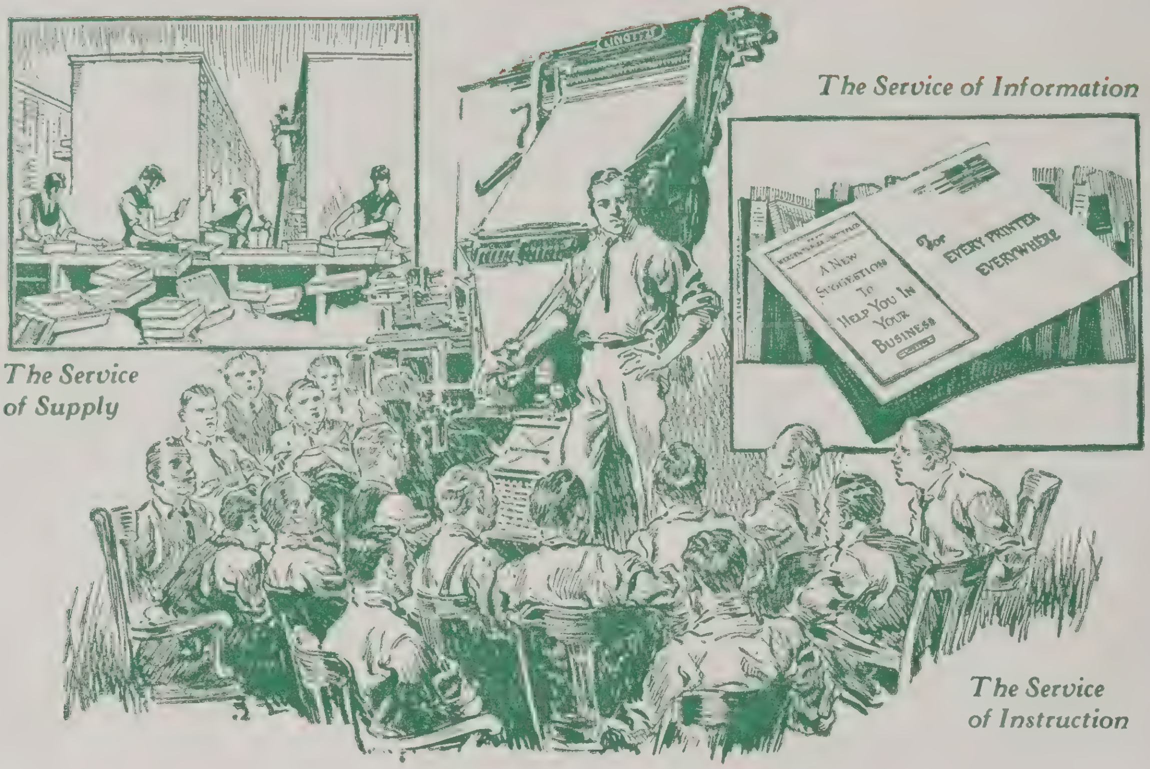
814 WINNEBAGO ST.
MILWAUKEE, WIS.

OLIVER CROMWELL
QUALITY BUILT IN

TO our valued friends throughout the world, we send our most hearty greetings and the sincere wish that the New Year may bring everything asked for

MADE BY
THE
CROMWELL PAPER CO.
JASPER PLACE
CHICAGO
U·S·A·

TO MAKE EVERY LINOTYPE INCREASINGLY PROFITABLE FOR THE MAN WHO OWNS IT


A New Suggestion To Help You In Your Business
For Every Printer Everywhere

The Service of Information

The Service of Supply

The Service of Instruction

Among the services maintained for the benefit of Linotype users are:

The Service of Supply which provides prompt delivery of every needed matrix or part to any user, wherever he may be.

The Service of Information which through its many publications keeps the user informed of new developments and gives him useful suggestions for improving the quantity and quality of his output.

The Service of Instruction. In addition to maintaining several schools of its own, the Linotype Company has been in active co-operation with every other movement for better trade education.

The Service of Development. The Linotype Company maintains departments of research and experiment which are constantly seeking new ways to make the Linotype more profitable to every man who uses it.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
San Francisco Chicago New Orleans
Canadian Linotype Limited, Toronto
Agencies in the Principal Cities of the World

520 24.1 A

Set entirely on the LINOTYPE in the Benedictine Series

UNIVERSITY OF ILLINOIS-URBANA
3 0112 074952349